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BUSINESS RESPONSE TO AIDS

A NATIONAL SURVEY OF
U.S. COMPANIES

SPONSORED BY
FORTUNE MAGAZINE AND
ALLSTATE INSURANCE

CONDUCTED BY
LIEBERMAN RESEARCH INC.

1988

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INTRODUCTION

The purpose of this research was to assess how American businesses are responding to the AIDS problem.

The research was co-sponsored by FORTUNE Magazine and ALLSTATE Insurance and conducted by Lieberman Research Inc. It was designed to measure the extent to which companies are concerned about AIDS and the policies that companies are following and developing to cope with the AIDS problem.

The study explores such issues as how corporate executives think AIDS ranks relative to other issues and problems facing the nation; how many companies have had employees who had AIDS; whether corporate executives hold supportive or non-supportive attitudes toward people who have AIDS; and how knowledgeable corporate executives think they are about the AIDS problem.

The study also delves into how companies would react to a variety of situations: if a test revealed that a prospective employee had the AIDS virus, whether the job applicant would be accepted or rejected; if a current employee developed AIDS, how the company would react, if at all; and if co-workers refused to work with an employee who had AIDS, how the company would respond.

It also examines how many companies have a policy (written or unwritten) about AIDS; the impact that companies think AIDS will have on the cost of their medical insurance programs; who companies think should bear the brunt of the cost of caring for employees who develop AIDS; how companies feel about promoting AIDS education programs at work; and how companies feel about giving money to organizations that are devoted to the AIDS problem.

The data were analyzed by different size companies (from large companies that have 1,000 or more employees to smaller companies that have fewer than 100 employees working for them); by service companies vs. industrial companies; and by companies in different geographic regions.

In addition, the data were analyzed by whether companies have or have not had any employees who had AIDS; whether companies do or do not have a policy about AIDS; and whether company executives feel they are knowledgeable or not knowledgeable about the AIDS problem.

It is hoped that this survey will provide American companies with information that will (a) help them assess how their companies stand on the AIDS issue relative to their "peer" companies, and (b) support their companies' efforts to plan and deal with the AIDS crisis that is expected to become even more severe in the upcoming years.

METHOD

This research was based on mail questionnaires that were completed by a nationwide sample of 623 companies in the United States.

The companies surveyed ranged from large companies with 1,000 or more employees to smaller companies which had fewer than 100 employees working for them. (Companies with fewer than 20 employees were not sampled in this investigation.)

The survey was directed to CEOs, but if CEOs were not able to fill out the questionnaire, another executive was permitted to complete it. As it turned out, almost two-thirds who completed the questionnaires were top management people, including 57% who were CEOs, Chairmen or Presidents.

In order to foster company cooperation, the cover letter accompanying the questionnaire was signed by the Publisher of FORTUNE Magazine and the respondents were told that FORTUNE Magazine and ALLSTATE Insurance were co-sponsoring the investigation. In addition, the respondents were informed that the survey was endorsed by the National Association of Manufacturers, the U.S. Chamber of Commerce, and the National Leadership Coalition on AIDS, and that it was designed in cooperation with the Centers for Disease Control. The respondents were also offered a copy of the results of the completed study if they requested it.

The respondents were assured that their responses would be kept confidential and anonymous and they were asked to send the completed questionnaires directly to Lieberman Research Inc., the independent market research organization which carried out this investigation.

A 12-page questionnaire was employed. In developing the questionnaire, the researchers received help and advice from a 20-person advisory panel consisting of representatives of companies, government agencies and organizations dedicated to the AIDS problem. (A list of the participating organizations is contained in Appendix C.) The final questionnaire, however, was the responsibility of FORTUNE Magazine, ALLSTATE Insurance and Lieberman Research Inc.

In addition, input was provided at an AIDS conference that ALLSTATE Insurance conducted in Chicago in October, 1987 with some 250 representatives of companies, government agencies and AIDS organizations.

A total of 2,500 questionnaires were mailed out. Of those, 2,403 questionnaires (96%) were deliverable. And of the deliverables, 623 usable questionnaires were completed and returned to us. This represents a completion rate (usables as a percent of deliverables) of 26%.

The 623 completed questionnaires represent one of the largest studies ever conducted on how American businesses are responding to the AIDS problem. While the 26% completion rate was not as high as we might have

hoped for, we feel that it was nevertheless quite acceptable considering the sensitivity of the subject matter and the depth of attitudinal and behavioral information requested.

The somewhat modest return rate suggests that responses might have come disproportionately from companies which have above-average involvement with the AIDS problem. If that is the case, then the level of company concern with AIDS reported in this investigation might be somewhat overstated.

Some evidence that the results are not substantially biased by the modest response rate comes from an analysis of an additional 96 questionnaires received after the cut-off date. This analysis reveals that the results would not have changed by more than one or two percentage points if these additional questionnaires had been included.

In addition, we believe that the study accurately portrays the different reactions to the AIDS problem by different types of companies -- large and small companies, service and industrial companies, companies located in different geographic regions, etc. -- and that the different reactions by the various types of companies would still hold up even if a larger return rate had been obtained.

The questionnaires were sent out November 10, 1987 and the cut-off date for responses was December 15, 1987.

For the total sample of companies surveyed, the data have a 4 percentage point margin of sampling error.

The Appendices contain a copy of the questionnaire and more detail on the methodology employed in this investigation.

HIGHLIGHTS

This review of the survey findings on how American businesses are responding to the AIDS problem is in two parts:

1. The first part presents an overview of findings for the total sample of companies surveyed.

2. The second part compares the attitudes and orientations of different types of companies, including large, medium-sized and small companies; service companies and industrial companies; companies in different geographic regions, etc.

Part 1: Overview

* The company executives surveyed rank AIDS among the leading problems facing the United States today.

  45% feel that AIDS is one of the nation's major problems. This places AIDS in third position out of ten national issues about which company executives were asked -- behind the Federal deficit (81%) and drug abuse (56%) but ahead of such issues as the negative balance of payments (40%), environmental pollution (21%), and the threat of recession (20%).

* A majority of the company executives surveyed report that their companies are concerned about the AIDS problem. 64% indicate that their companies are concerned about AIDS, including 24% who are "very concerned" about it.

  An even larger majority of company executives think that their companies will be concerned about AIDS five years from now. In five years, fully 84% think that their companies will be concerned about AIDS, including a substantial 42% who expect their companies to become "very concerned" about it.

* A surprisingly large 50% of the company executives surveyed feel that, if the public found out that someone in their company had AIDS, the public would be worried about it.

  This includes 27% who think the public would be "very concerned" if some of their company's employees had AIDS and 23% who think that the public would be "fairly concerned" about it.

* About two-thirds of the company executives surveyed express supportive attitudes toward people who have AIDS. This includes such beliefs as: "they should be given as much support and help as possible," "they should be allowed to work as long as they can do their job," and "they should be treated like anyone else who has a chronic illness or a physical handicap or impairment."

About one-third of those surveyed harbor one or another reservation or resentment toward people who have AIDS. This includes such beliefs as: "they should be isolated from other people," "they are generally socially undesirable people," and "they got what they deserved."

* The company executives surveyed tend to feel that they are "fairly knowledgeable" but not "very knowledgeable" about AIDS.

  26% maintain that they are "very knowledgeable," 59% say that they are "fairly knowledgeable," and 13% acknowledge that they are "not knowledgeable" about AIDS.

* About one out of five company executives surveyed (20%) report that some employees in their work force have had first-hand experience with the AIDS problem.

  This includes 16% who indicate that some of their employees have been infected with the AIDS virus, 17% who say that some employees have had full-fledged AIDS, and 13% who report that some employees have died of AIDS.

* About three out of ten company executives surveyed (29%) report that their companies have -- or are developing -- some sort of policy about AIDS. This includes 10% who have a written policy, 8% who have an unwritten policy, and 11% who are in the process of developing a policy about AIDS.

  About seven out of ten company executives surveyed (71%) indicate that their companies neither have nor are planning to develop any policy about AIDS.

* According to the company executives surveyed, top management would be actively involved in the formulation of an AIDS policy by their organizations.

  The people who are most likely to be involved in the establishment of a company AIDS policy are the Chairman or President (72%) and the personnel or human resources department (64%).

  Others who might play a role in developing a company AIDS policy are the legal department (47%), the Executive Vice President (37%), and the medical department (25%).

* In addition to internal personnel, almost half of the company executives surveyed (44%) indicate that their companies might turn to external sources for help in formulating a company policy about AIDS.

  External sources that companies might seek help from include other companies that have already established an AIDS policy (23%), insurance companies (21%), outside medical advisory groups (15%), and management consultants (8%).

* According to the company executives surveyed, the strongest factor that would induce their companies to become more actively involved with the AIDS problem would be actual experience with AIDS, including some of their employees getting AIDS, members of their own household getting AIDS, or AIDS becoming more prevalent in their geographic region.

  The next strongest factor would be if their companies became convinced that AIDS was having a direct effect on the bottom line, including the company's medical insurance costs going up, employee morale suffering, or employee productivity declining due to the AIDS problem.

  A less important factor, according to those surveyed, would be appeals from outside sources or organizations, including appeals from other companies or appeals from prominent community leaders.

* Relatively few company executives surveyed indicate that their companies would seek input from employees in formulating a company AIDS policy, but most indicate that their companies would be responsive to pressure from employees to adopt a more active company AIDS program.

  75% report that their companies would become more actively involved with the AIDS problem if their employees pushed for it.

* A majority of company executives surveyed (59%) report that their companies would be supportive of employees who had AIDS. This includes 47% who would give such employees time off for medical treatment, 32% who would provide counselling to them, and 27% who would make some sort of work accommodation for them.

  Only a minority (20%) report that their companies would take any negative action against employees who had AIDS, including 16% who would try to convince them to quit their jobs, 5% who would not promote them, and 6% who would fire them.

* While a majority of company executives maintain that their companies would be supportive of a current employee who had AIDS, they indicate that their companies would not be nearly as sympathetic to a prospective employee who had AIDS.

  If a test revealed that a prospective employee had the AIDS virus, 39% acknowledge that their companies would reject the job applicant and an additional 38% indicate that they are not sure how their companies would respond to the job applicant. Only 23% claim that, if a prospective employee had the AIDS virus, he or she would still be accepted.

* Although a majority of company executives think that their companies would try to help an employee who has AIDS, they nevertheless believe that co-workers would resist or even refuse to work with such a person.

67% think that co-workers would resist working alongside an employee who has AIDS, including 22% who think that co-workers would refuse to work with him or her.

* If a co-worker refused to work with an employee who has AIDS, a majority of companies -- according to the company executives surveyed -- would try to change the co-worker's mind (57%).

  If that effort failed, companies would try to make some type of accommodation, including transferring the co-worker to another section (27%), isolating the employee who has AIDS from the co-worker (16%), or transferring the employee who has AIDS to another section (11%).

  About one out of eight company executives (12%) indicate that, if a co-worker continued to refuse to work with an employee who has AIDS, the co-worker would be fired.

* There are very few companies which either have or are favorably disposed toward having an AIDS testing program. Only 2% of companies test prospective employees and only 1% test current employees for antibodies to the AIDS virus at the present time.

  Moreover, only 8% are favorably inclined toward launching an AIDS testing program, while 60% are opposed to it. (The remaining 32% are neutral or express no opinion.)

* A majority of the company executives surveyed feel that a company's "right to know" outweighs the "right to privacy" for employees who have AIDS.

  If an employee is tested for antibodies to the AIDS virus, 61% feel that the test results should go to the employer as well as to the employee, compared with 34% who think that the test results should go to the employee alone.

* The company executives surveyed also feel that co-workers of employees who have AIDS would want to be informed.

  87% believe that, if an employee has AIDS, the co-workers would want to be informed about it.

* The company executives surveyed do not think that AIDS has caused their company's medical insurance premiums to go up yet, but they are convinced that this will happen in the next five years.

  Only 10% think that the cost of medical insurance premiums has already increased due to AIDS. However, a sizeable 80% believe that AIDS will cause their medical insurance costs to go up five years from now (including 46% who predict that AIDS will produce a "big increase" in the cost of their company's medical insurance program).

* If companies' medical insurance premiums went up significantly due to AIDS, the most likely responses -- according to the company executives surveyed -- would be to require employees to contribute more to the cost of the medical insurance program (84%) and to reduce the benefits contained in the medical insurance program (60%).

  Only 25% think that the medical insurance program would be retained "as is," but hardly any of them -- 8% -- believe that the program would be dropped entirely even if AIDS caused a significant increase in the cost of the program.

* According to the company executives surveyed, the brunt of the cost of caring for employees who have AIDS should be borne by the insurance companies (45%), by the employees who have AIDS (33%), or by the Federal government (16%).

  Only 11% think that the cost of caring for employees who have AIDS should be handled mainly by the employers.

* A majority of the company executives surveyed indicate that they do not know whether their companies' medical plans currently pay to treat employees with AIDS at home or with experimental drugs.

  However, about half (50%) feel that company medical plans should pay for at-home treatment and about one-third (36%) feel that company medical plans should pay for experimental drug treatment.

* Although the company executives show some positive support for special AIDS treatments, they evidence little support for supplementing disability payments.

  If an employee who has AIDS goes on disability leave, only 15% of company executives indicate their companies would supplement the employee's disability payments.

  Moreover, even among companies which would be willing to supplement disability payments, the amount and duration of such payments would be limited. Only 5% of companies would supplement the employee's disability payments up to the employee's full salary and only 5% would supplement disability payments for as long as a one year period.

* The company executives surveyed are fairly supportive of their companies' actively promoting an AIDS education program.

  41% favor an active company AIDS education program and an additional 38% are at least neutral toward such a program. Only 15% express opposition to an active company AIDS education program. (The remaining 6% express no opinion.)

  In addition, company executives feel that their employees and their labor unions (if they have labor unions) would be equally supportive of a company AIDS education program.

* A majority of the company executives surveyed feel that -- even if condoms are one way of helping to curtail the spread of the AIDS virus -- both company management and employees would be opposed to installing condom machines in company restrooms.

  68% feel that company management opposes installing condom machines in company restrooms, compared with only 2% who favor it. (The remaining 30% are neutral or express no opinion.)

  Similarly, 56% believe that employees are against installing condom machines in company restrooms, while only 2% think that employees would support it. (The remaining 42% think that employees are neutral or express no opinion.)

* Only a minority of company executives report that their companies have given money to organizations dedicated to the AIDS problem. However, a fair number of them indicate that, if asked, their companies would be willing to make a contribution to AIDS organizations.

  14% say that their companies have given a donation to AIDS organizations in the past year, but 37% indicate that, if requested, they would be likely to contribute money to AIDS organizations.

Part 2: Company Variations

There are marked variations in how different types of companies feel about the AIDS problem and what they are doing about it:

* Large companies (1,000 or more employees) are most involved, medium-sized companies (100 to 999 employees) are next most involved, and small companies (fewer than 100 employees) are least involved with the AIDS problem.

* Service companies are more apt than industrial companies to be involved with the AIDS problem.

* Companies in the Northeastern and Western regions are more involved with the AIDS problem than companies in the Southern and Midwestern regions.

Large companies, service companies, and Northeastern and Western companies are more likely than other companies to be concerned about AIDS, to have had employees with AIDS, to have a company policy about AIDS, and to have made monetary contributions to organizations that are dedicated to the AIDS problem.

Other factors also characterize companies that are more involved with the AIDS problem:

* Companies in which some employees have had AIDS are more sympathetic toward employees with AIDS and have a more active AIDS program than companies which have not had any first-hand experience with the AIDS problem. (This suggests that, as AIDS becomes more widespread in the population, companies will become more involved with AIDS than they are now.)

* Companies which have a policy about AIDS -- particularly a written policy about AIDS -- are more supportive of employees with AIDS and do more for employees with AIDS than companies which do not have any policy. (This suggests that formulating a written policy about AIDS might be a useful first step toward developing an active AIDS program.)

* Companies in which executives feel that they are knowledgeable about the AIDS problem have more favorable attitudes toward employees with AIDS and are more favorably inclined to support AIDS education and treatment programs than companies in which executives do not feel knowledgeable about the AIDS problem. (This suggests that educating executives about AIDS might be an effective way of persuading companies -- and their rank-and-file employees -- to become more actively involved in AIDS programs.)

DETAILED RESULTS

SECTION A

COMPANY CONCERN ABOUT AIDS

This section deals with companies' concern about the AIDS problem. It covers such questions as: How concerned are companies about AIDS? How concerned do they think their employees and labor unions are about AIDS? How concerned are companies about AIDS relative to other problems confronting the United States today?

National Problems

The company executives surveyed feel that AIDS is among the most important issues facing the United States today. 45% feel that AIDS is one of the nation's biggest problems. This places AIDS in third place among ten issues about which company executives were asked.

Company executives feel that the Federal deficit is the nation's biggest problem. 81% cite the Federal deficit as a major problem.

After the Federal deficit -- in company executives' minds -- come drug abuse (56%), AIDS (45%), and the negative balance of payments (40%).

Company executives express less concern about environmental pollution (21%) and the threat of recession (20%).

And even fewer company executives voice concern about the threat of nuclear war (10%), the homeless (7%), unemployment (4%), and teenage suicide (3%) as national problems.

Company Concern

The company executives surveyed exhibit a large and growing concern about the AIDS problem.

A sizeable 64% report that their companies are concerned about AIDS, including 24% who indicate that their companies are "very concerned" about it.

An even stronger 84% think that their companies will be concerned about AIDS five years from now, including 42% who believe that their companies will become "very concerned" about it.

There are differences in the extent to which various types of companies are concerned about the AIDS problem:

* Larger companies (1,000 or more employees) are most concerned about the AIDS problem, medium-sized companies (100 to 999 employees) are next most concerned, and small companies (less than 100 employees) are least concerned about it.

* Service companies are more apt than industrial companies to be concerned about the AIDS problem.

* Companies in the Northeastern region are more concerned about the AIDS problem than companies in other geographic regions.

* Companies which have had employees who had the AIDS virus or full-fledged AIDS are more concerned about the AIDS problem than companies which have not experienced AIDS.

* Companies where the executives report they are very knowledgeable about AIDS are more concerned about the AIDS problem than companies where the executives do not feel knowledgeable about it.

* And as might be expected, companies which have or are developing a policy about AIDS are more likely than companies which do not have a policy about AIDS to voice concern about the AIDS problem.

These differences in company concern about the AIDS problem refer to their current level of concern about it. In five years' time, a large majority of all types of companies -- large and small, service and industrial, across all geographic regions -- expect to be concerned about the AIDS problem.

Employee Concern

The company executives feel that their employees are concerned about the AIDS problem, but not quite as much as company management is concerned about it.

55% think that their employees are concerned about the AIDS problem, compared with 64% who believe that company management is concerned about this problem.

Labor Union Concern

About one out of four companies surveyed (27%) report that their companies have labor unions.

Company executives feel that, while labor unions are concerned about the AIDS problem, labor unions are not as concerned about it as employees in general or company management.

44% feel that labor unions are concerned about the AIDS problem (among those companies that have labor unions), compared with 55% who think that employees in general are concerned about it, and 64% who believe that company management is concerned about it.

Public Concern

A surprisingly large number of companies -- about one out of two companies surveyed (50%) -- feel that, if the public found out that someone in their company had AIDS, the public would be concerned about it. This includes 27% who think that the public would be "very concerned" and 23% who think that the public would be "fairly concerned" about it.

The belief that the public would be concerned if they found out that someone in their company had AIDS is most widespread in small companies, in service companies, and in the Midwestern and Southern regions.

The types of companies that are most worried about the public's reaction to finding out that some of their employees had AIDS are not necessarily the types of companies who exhibit most concern about the AIDS problem.

* While large companies are most concerned about the AIDS problem, small companies voice the most concern about how the public would react if some of their employees had AIDS.

* Similarly, while Northeastern companies are most concerned about the AIDS problem, Midwestern and Southern companies are the ones who are most worried about how the public would react if some of their employees had AIDS.

WHICH OF THESE ARE THE BIGGEST PROBLEMS FACING THE UNITED STATES TODAY?*

	Total (623)
Federal deficit	81%
Drug abuse	56
AIDS	45
Negative balance of payments	40
Environmental pollution	21
Threat of recession	20
Threat of nuclear war	10
The homeless	7
Unemployment	4
Teenage suicide	3

* The respondents were asked to identify the nation's three biggest problems from a list provided.

WHICH OF THESE ARE THE BIGGEST PROBLEMS
FACING THE UNITED STATES TODAY?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Federal deficit	81%	86%	82%	73%
Drug abuse	56	52	59	55
AIDS	45	46	45	44
Negative balance of payments	40	38	41	40
Environmental pollution	21	17	26	18
Threat of recession	20	23	18	21
Threat of nuclear war	10	12	8	12
The homeless	7	8	5	11
Unemployment	4	3	4	5
Teenage suicide	3	1	3	4

IS AIDS A MAJOR PROBLEM
FACING THE UNITED STATES TODAY?

By Company Characteristics

	Feel AIDS Is A Major Problem	(Base)
TOTAL	45%	(623)
COMPANY SIZE		
Large (1,000+)	46	(189)
Medium (100-999)	45	(257)
Small (under 100)	44	(172)
COMPANY TYPE		
Service	56	(187)
Industrial	38	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	48	(164)
Fairly knowledgeable	45	(361)
Not knowledgeable	41	(83)
AIDS POLICY		
Written policy	48	(63)
Developing policy	69	(69)
Unwritten policy	43	(48)
No policy	41	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	50	(125)
No AIDS experience	44	(498)
GEOGRAPHIC REGION		
Northeast	52	(164)
South	41	(181)
Midwest	42	(198)
West	48	(61)

HOW CONCERNED IS YOUR COMPANY MANAGEMENT ABOUT THE AIDS PROBLEM NOW AND 5 YEARS FROM NOW?

	Now (623)	5 Years From Now (623)
Concerned	64%	84%
Very concerned	24	42
Fairly concerned	40	42
Not concerned	35	14
Not too concerned	29	12
Not concerned at all	6	2
No answer	1	2

HOW CONCERNED IS YOUR COMPANY MANAGEMENT ABOUT THE AIDS PROBLEM NOW AND 5 YEARS FROM NOW?

By Company Characteristics

	Now		5 Years From Now		
	Very/ Fairly Concerned	Very Concerned	Very/ Fairly Concerned	Very Concerned	(Base)
TOTAL	64%	24%	84%	42%	(623)
COMPANY SIZE					
Large (1,000+)	79	35	92	50	(189)
Medium (100-999)	62	22	84	42	(257)
Small (under 100)	53	15	75	35	(172)
COMPANY TYPE					
Service	78	36	92	54	(187)
Industrial	58	21	81	37	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	74	33	85	46	(164)
Fairly knowledgeable	62	23	84	43	(361)
Not knowledgeable	60	17	89	37	(83)
AIDS POLICY					
Written policy	88	47	96	51	(63)
Developing policy	83	43	91	64	(69)
Unwritten policy	77	32	85	45	(48)
No policy	57	17	81	38	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	77	39	89	53	(125)
No AIDS experience	61	21	83	40	(498)
GEOGRAPHIC REGION					
Northeast	69	32	90	46	(164)
South	64	18	82	45	(181)
Midwest	61	23	84	40	(198)
West	62	26	76	38	(61)

HOW CONCERNED ARE YOUR COMPANY MANAGEMENT, EMPLOYEES AND LABOR UNIONS ABOUT THE AIDS PROBLEM?

	Company Management (623)	Company Employees (623)	Labor Unions* (167)
Concerned	64%	55%	44%
Very concerned	24	13	5
Fairly concerned	40	42	39
Not concerned	35	44	53
Not too concerned	29	41	46
Not concerned at all	6	3	7
No answer	1	1	3

* Among companies with labor unions

HOW CONCERNED ARE YOUR COMPANY MANAGEMENT, EMPLOYEES AND LABOR UNIONS ABOUT THE AIDS PROBLEM?

By Company Characteristics

	Very/Fairly Concerned		
	Company Management	Company Employees	Labor Unions*
TOTAL	64%	55%	44%
COMPANY SIZE			
Large (1,000+)	79	69	43
Medium (100-999)	62	52	46
Small (under 100)	53	44	45
COMPANY TYPE			
Service	78	67	72
Industrial	58	49	44
AIDS KNOWLEDGEABILITY			
Very knowledgeable	74	63	41
Fairly knowledgeable	62	54	50
Not knowledgeable	60	48	37
AIDS POLICY			
Written policy	88	69	40
Developing policy	83	69	70
Unwritten policy	77	64	54
No policy	57	50	37
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	77	70	50
No AIDS experience	61	51	41
GEOGRAPHIC REGION			
Northeast	69	60	45
South	64	56	48
Midwest	61	50	38
West	62	59	54

* Among companies with labor unions

IF YOUR COMPANY HAD SOME EMPLOYEES WITH AIDS,
HOW CONCERNED WOULD THE PUBLIC BE IF THEY FOUND OUT?

	Total (623)
Public would be concerned	50%
Very concerned	27
Fairly concerned	23
Public would not be concerned	48
Not too concerned	27
Not concerned at all	21
No answer	2

IF YOUR COMPANY HAD SOME EMPLOYEES WITH AIDS,
HOW CONCERNED WOULD THE PUBLIC BE IF THEY FOUND OUT?

By Company Characteristics

	Public Would Be Very/Fairly Concerned	Public Would Be Very Concerned	(Base)
TOTAL	50%	27%	(623)
COMPANY SIZE			
Large (1,000+)	40	21	(189)
Medium (100-999)	51	26	(257)
Small (under 100)	61	36	(172)
COMPANY TYPE			
Service	67	38	(187)
Industrial	45	25	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	46	27	(164)
Fairly knowledgeable	53	28	(361)
Not knowledgeable	49	24	(83)
AIDS POLICY			
Written policy	46	34	(63)
Developing policy	56	35	(69)
Unwritten policy	46	30	(48)
No policy	51	24	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	41	21	(125)
No AIDS experience	53	29	(498)
GEOGRAPHIC REGION			
Northeast	43	28	(164)
South	53	33	(181)
Midwest	56	25	(198)
West	46	14	(61)

SECTION B

COMPANY EXPERIENCE WITH AIDS

This section deals with company experience with the AIDS problem. It covers such questions as: How many companies have had employees with AIDS? How many companies have had employees whose household members have had AIDS? How many company executives have personally known people who have had AIDS?

Employee Experience

About one out of five company executives surveyed (20%) report that employees in their work force have experienced AIDS.

This includes 16% who indicate that some of their employees have been exposed to the AIDS virus, 17% who say that some employees have had full-fledged AIDS, and 13% who report that some employees have died of AIDS.

The company executives who report that their employees have experienced AIDS are more apt to be in large companies, in service companies, and in the Western region.

As might be expected, having employees who experienced AIDS is associated with companies' formulating a policy about AIDS. 55% of companies with a written AIDS policy, compared with only 9% of companies with no AIDS policy, have experienced AIDS in their work force.

Household Member Experience

About one out of twelve company executives surveyed (8%) report that household members of their employees have experienced AIDS.

This includes 7% who indicate that household members have been exposed to the AIDS virus, 7% who say that household members have had full-fledged AIDS, and 6% who report that household members have died of AIDS.

Household members who have experienced AIDS -- like the employees themselves -- are more apt to be household members of employees in large companies, in service companies, and in the Western region.

Personal Experience

About one out of four company executives surveyed (26%) report that they themselves have known people who experienced AIDS.

This includes 21% who have known people who have been exposed to the AIDS virus, 21% who have known people who had full-fledged AIDS, and 20% who have known people who died of AIDS.

Company executives who have personally known people who experienced AIDS are more likely to be in large companies, in service companies, and in the Western region.

Geographic Prevalence

In relation to the rest of the United States, the company executives surveyed are twice as apt to report that they are in geographic regions where AIDS is less prevalent than in geographic regions where AIDS is more prevalent.

50% think that AIDS has below-average prevalence in their geographic region, compared with only 23% who believe that AIDS has above-average prevalence in their geographic region. (The remaining 27% feel that their geographic region has an average prevalence of AIDS or express no opinion.)

(In principle, as many companies should report they are in more prevalent AIDS regions as report they are in less prevalent AIDS regions. But far more companies think that they are in areas where AIDS is less prevalent than more prevalent. This may reflect the workings of a "denial" mechanism.)

The belief that AIDS is more prevalent in their geographic region occurs more often in large companies, in service companies, in companies whose employees have experienced AIDS, and in the Western and Northeastern regions.

53% of those in the West and 36% of those in the Northeast -- compared with 22% of those in the South and only 7% of those in the Midwest -- believe that AIDS is more prevalent in their geographic regions than elsewhere in the United States.

Industry Prevalence

On an industry basis, only a small minority of the company executives surveyed believe that AIDS is more prevalent in their industry than in other industries in the United States.

6% feel that they are in industries where AIDS is more prevalent, compared with 47% who believe that they are in industries where AIDS is less prevalent. (The remaining 47% think that their industries have an average prevalence of AIDS or express no opinion.)

Companies whose employees have had AIDS are three times more likely than companies whose employees have not had AIDS (13% vs. 4%) to think that their industry has an above-average prevalence of AIDS relative to other industries in the United States.

HAVE YOUR COMPANY'S EMPLOYEES OR HOUSEHOLD MEMBERS OF YOUR EMPLOYEES EXPERIENCED AIDS?

	Total (623)
EMPLOYEES	
Employees experienced AIDS	20%
An employee has tested positive for antibodies to the AIDS virus	16
An employee has AIDS-related symptoms	17
An employee has died of AIDS	13
No employees experienced AIDS	80
HOUSEHOLD MEMBERS OF EMPLOYEES	
Household members experienced AIDS	8%
A member of the household of a company employee has tested positive for antibodies to the AIDS virus	7
A member of the household of a company employee has AIDS-related symptoms	7
A member of the household of a company employee has died of AIDS	6
No household members experienced AIDS	92

HAVE YOUR COMPANY'S EMPLOYEES OR HOUSEHOLD MEMBERS OF YOUR EMPLOYEES EXPERIENCED AIDS?

By Company Characteristics

	Employees Experienced AIDS	Household Members Experienced AIDS	(Base)
TOTAL	20%	8%	(623)
COMPANY SIZE			
Large (1,000+)	49	15	(189)
Medium (100-999)	10	6	(257)
Small (under 100)	2	3	(172)
COMPANY TYPE			
Service	31	11	(187)
Industrial	17	7	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	33	16	(164)
Fairly knowledgeable	17	6	(361)
Not knowledgeable	10	2	(83)
AIDS POLICY			
Written policy	55	29	(63)
Developing policy	37	13	(69)
Unwritten policy	52	11	(48)
No policy	9	4	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	100	26	(125)
No AIDS experience	-	4	(498)
GEOGRAPHIC REGION			
Northeast	25	9	(164)
South	17	7	(181)
Midwest	14	5	(198)
West	38	16	(61)

HAVE YOU PERSONALLY KNOWN ANYONE WHO HAS EXPERIENCED AIDS?

	Total (623)
Personally know someone who experienced AIDS	26%
Someone who had the AIDS virus	21
Someone who had AIDS-related symptoms	21
Someone who has died from AIDS	20
Do not personally know anyone who experienced AIDS	74

HAVE YOU PERSONALLY KNOWN ANYONE WHO HAS EXPERIENCED AIDS?

By Company Characteristics

	Personally Known Someone Who Has Experienced AIDS	(Base)
TOTAL	26%	(623)
COMPANY SIZE		
Large (1,000+)	36	(189)
Medium (100-999)	25	(257)
Small (under 100)	16	(172)
COMPANY TYPE		
Service	38	(187)
Industrial	20	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	44	(164)
Fairly knowledgeable	22	(361)
Not knowledgeable	11	(83)
AIDS POLICY		
Written policy	44	(63)
Developing policy	30	(69)
Unwritten policy	41	(48)
No policy	21	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	56	(125)
No AIDS experience	18	(498)
GEOGRAPHIC REGION		
Northeast	30	(164)
South	24	(181)
Midwest	21	(198)
West	37	(61)

HOW DO YOU THINK THE PREVALENCE OF AIDS IN THE GEOGRAPHIC AREA WHERE YOUR COMPANY'S HEADQUARTERS IS LOCATED COMPARES WITH THE AVERAGE FOR THE UNITED STATES?

	Total (623)
Above average	23%
Much above average	12
A little above average	11
About average	17
Below average	50
A little below average	18
Much below average	32
No idea at all	10

HOW DO YOU THINK THE PREVALENCE OF AIDS IN THE GEOGRAPHIC AREA WHERE YOUR COMPANY'S HEADQUARTERS IS LOCATED COMPARES WITH THE AVERAGE FOR THE UNITED STATES?

By Company Characteristics

	Above Average	Average	Below Average	No Idea	(Base)
TOTAL	23%	17%	50%	10%	(623)
COMPANY SIZE					
Large (1,000+)	37	17	39	7	(189)
Medium (100-999)	13	18	60	9	(257)
Small (under 100)	23	15	48	14	(172)
COMPANY TYPE					
Service	30	13	51	6	(187)
Industrial	19	19	51	11	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	37	13	49	1	(164)
Fairly knowledgeable	18	17	53	12	(361)
Not knowledgeable	14	24	45	17	(83)
AIDS POLICY					
Written policy	39	12	45	4	(63)
Developing policy	14	18	59	9	(69)
Unwritten policy	45	19	33	3	(48)
Nc policy	20	17	52	11	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	43	15	36	6	(125)
No AIDS experience	18	17	53	12	(498)
GEOGRAPHIC REGION					
Northeast	36	16	36	12	(164)
South	22	17	47	14	(181)
Midwest	7	15	73	5	(198)
West	53	19	17	11	(61)

HOW DO YOU THINK THE PREVALENCE OF AIDS
IN THE INDUSTRY IN WHICH YOUR COMPANY IS INVOLVED
COMPARES WITH THE AVERAGE FOR OTHER INDUSTRIES IN THE UNITED STATES?

	Total (623)
Above average	6%
Much above average	2
A little above average	4
About average	19
Below average	47
A little below average	14
Much below average	33
No idea at all	28

HOW DO YOU THINK THE PREVALENCE OF AIDS
IN THE INDUSTRY IN WHICH YOUR COMPANY IS INVOLVED
COMPARES WITH THE AVERAGE FOR OTHER INDUSTRIES IN THE UNITED STATES?

By Company Characteristics

	Above Average	Average	Below Average	No Idea	(Base)
TOTAL	6%	19%	47%	28%	(623)
COMPANY SIZE					
Large (1,000+)	7	21	48	24	(189)
Medium (100-999)	5	19	44	32	(257)
Small (under 100)	6	15	52	27	(172)
COMPANY TYPE					
Service	8	27	45	20	(187)
Industrial	6	17	48	29	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	10	17	52	21	(164)
Fairly knowledgeable	4	21	45	30	(361)
Not knowledgeable	2	18	51	29	(83)
AIDS POLICY					
Written policy	10	20	55	15	(63)
Developing policy	3	28	47	22	(69)
Unwritten policy	14	23	46	17	(48)
No policy	5	17	47	31	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	13	29	39	19	(125)
No AIDS experience	4	16	49	31	(498)
GEOGRAPHIC REGION					
Northeast	8	23	38	31	(164)
South	6	22	43	29	(181)
Midwest	3	15	59	23	(198)
West	7	18	39	36	(61)

SECTION C

COMPANY ATTITUDES TOWARD AIDS

This section deals with company executives' attitudes toward people who have AIDS. It covers both positive or supportive dispositions and negative or non-supportive dispositions.

Company Attitudes

The company executives surveyed were given ten statements about people who have AIDS -- including five supportive statements and five non-supportive statements -- and asked to indicate whether they agreed or disagreed with each statement.

The supportive statements were: "they should be given as much support and help as possible"; "they should be allowed to work as long as they can do their job"; "they should be treated like anyone else who has a chronic illness"; "they should be treated like anyone else who has a physical handicap or impairment"; and "they are the unfortunate victims of a disease that can strike almost anyone."

The non-supportive statements were: "they should be isolated from other people"; "they are generally socially undesirable people"; "they got what they deserved"; "they are being punished because of their deviant behavior"; and "they don't care how they affect other people."

By and large, the company executives surveyed agreed with many more supportive statements than with non-supportive statements about people who have AIDS. Nevertheless, many of those surveyed exhibited ambivalent or uncertain feelings about this group in the population.

On the positive side, from about half to three-quarters of those surveyed agreed with the various supportive statements.

1. The supportive statement that company executives agreed with most often was: "they should be given as much support and help as possible." 78% agreed with this statement.

2. The supportive statement that they agreed with least often was: "they are the unfortunate victims of a disease that can strike almost anyone." A little less than half of those surveyed -- 46% -- agreed with this statement.

Only a minority of those surveyed agreed with any of the non-supportive statements.

1. The non-supportive statement that they agreed with most often was: "they should be isolated from other people." 18% voiced this opinion.

2. The non-supportive statements that they agreed with least often were: "they are being punished because of their deviant behavior" and "they don't care how they affect other people." Only 6% agreed with each of these sentiments.

But while only a small minority voiced outright negative attitudes toward people who have AIDS, a substantial minority -- about one-third of the company executives surveyed -- expressed neutral reactions to these negative statements. In other words, while they did not agree with these negative statements, they did not disagree with them, either.

These findings suggest that, while about two-thirds of those surveyed have supportive feelings about people who have AIDS, about one-third harbor one or another reservation or resentment about this segment of the population.

Which types of company executives express the most supportive attitudes toward people who have AIDS? The company executives who are most supportive of people who have AIDS are those in large companies, in service companies, and in the Northeastern region.

In addition, the company executives who express the most positive sentiments about people who have AIDS are those who feel they are very knowledgeable about AIDS, those whose companies have a written policy about AIDS, and those whose companies have had employees with AIDS.

Company Knowledgeability

In addition to assessing company executives' attitudes toward people who have AIDS, the company executives were asked to indicate how knowledgeable they are about AIDS.

26% feel that they are "very knowledgeable," 59% say that they are "fairly knowledgeable," and 13% acknowledge that they are "not knowledgeable" about the AIDS problem. (2% express no opinion.)

The company executives who indicate that they are "very knowledgeable" about AIDS are more apt to be in large companies, in service companies, and in the Northeastern region.

Company executives who are knowledgeable about AIDS express the most supportive sentiments about people who have AIDS.

HOW DO YOU FEEL ABOUT PEOPLE WHO HAVE AIDS?

	Agree (623)	Neither Agree Nor Disagree (623)	Disagree (623)
SUPPORTIVE STATEMENTS			
They should be given as much support and help as possible	78%	19%	3%
They should be treated like anyone else who has a chronic illness	70	15	15
They should be allowed to work as long as they can do their job	64	21	15
They should be treated like anyone else who has a physical handicap or impairment	54	23	23
They are the unfortunate victims of a disease that can strike almost anyone	46	31	23
Average supportive score	62	22	16
NON-SUPPORTIVE STATEMENTS			
They should be isolated from other people	18%	38%	44%
They are generally socially undesirable people	15	38	47
They got what they deserved	7	35	58
They don't care how they affect other people	6	40	54
They are being punished because of their deviant behavior	6	28	66
Average non-supportive score	10	36	54

HOW DO YOU FEEL ABOUT PEOPLE WHO HAVE AIDS?

By Company Size

% Who Agree With Statement

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
SUPPORTIVE STATEMENTS				
They should be given as much support and help as possible	78%	86%	75%	74%
They should be treated like anyone else who has a chronic illness	70	87	67	58
They should be allowed to work as long as they can do their job	64	85	63	44
They should be treated like anyone else who has a physical handicap or impairment	54	72	52	38
They are the unfortunate victims of a disease that can strike almost anyone	46	47	43	50
Average supportive score	62	75	60	53
NON-SUPPORTIVE STATEMENTS				
They should be isolated from other people	18%	7%	17%	33%
They are generally socially undesirable people	15	9	13	25
They got what they deserved	7	6	8	7
They don't care how they affect other people	6	2	6	12
They are being punished because of their deviant behavior	6	5	4	10
Average non-supportive score	10	6	10	17

HOW DO YOU FEEL ABOUT PEOPLE WHO HAVE AIDS?

By Company Characteristics

	Average % Who Agree With Supportive Statements	Average % Who Agree With Non-Supportive Statements	(Base)
TOTAL	62%	10%	(623)
COMPANY SIZE			
Large (1,000+)	75	6	(189)
Medium (100-999)	60	10	(257)
Small (under 100)	53	17	(172)
COMPANY TYPE			
Service	67	7	(187)
Industrial	61	13	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	70	7	(164)
Fairly knowledgeable	62	10	(361)
Not knowledgeable	53	18	(83)
AIDS POLICY			
Written policy	75	7	(63)
Developing policy	70	4	(69)
Unwritten policy	70	5	(48)
No policy	59	13	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	77	5	(125)
No AIDS experience	59	12	(498)
GEOGRAPHIC REGION			
Northeast	69	7	(164)
South	56	13	(181)
Midwest	65	9	(198)
West	60	14	(61)

HOW DO YOU FEEL ABOUT PEOPLE WHO HAVE AIDS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
NO. OF SUPPORTIVE STATEMENTS AGREE WITH				
5 out of 5 supportive statements	25%	36%	23%	18%
4 out of 5 supportive statements	26	32	24	22
3 out of 5 supportive statements	15	18	15	11
2 out of 5 supportive statements	13	5	16	17
1 out of 5 supportive statements	12	8	11	20
0 out of 5 supportive statements	9	1	11	12
Avg. no. of supportive statements agree with	3.1	3.8	3.0	2.6
NO. OF NON-SUPPORTIVE STATEMENTS AGREE WITH				
5 out of 5 non-supportive statements	1%	*%	1%	2%
4 out of 5 non-supportive statements	3	1	4	3
3 out of 5 non-supportive statements	4	3	2	7
2 out of 5 non-supportive statements	6	2	5	10
1 out of 5 non-supportive statements	16	12	16	23
0 out of 5 non-supportive statements	70	82	72	55
Avg. no. of non-supportive statements agree with	0.5	0.3	0.5	0.9

* Less than 0.5 percent

HOW DO YOU FEEL ABOUT PEOPLE WHO HAVE AIDS?

By Company Characteristics

	Avg. No. Of Supportive Statements Agree With*	Avg. No. Of Non-Supportive Statements Agree With#	(Base)
TOTAL	3.1	0.5	(623)
COMPANY SIZE			
Large (1,000+)	3.8	0.3	(189)
Medium (100-999)	3.0	0.5	(257)
Small (under 100)	2.6	0.9	(172)
COMPANY TYPE			
Service	3.3	0.3	(187)
Industrial	3.1	0.7	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	3.5	0.3	(164)
Fairly knowledgeable	3.1	0.5	(361)
Not knowledgeable	2.7	0.9	(83)
AIDS POLICY			
Written policy	3.8	0.3	(63)
Developing policy	3.5	0.2	(69)
Unwritten policy	3.5	0.3	(48)
No policy	2.9	0.6	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	3.9	0.2	(125)
No AIDS experience	2.9	0.6	(498)
GEOGRAPHIC REGION			
Northeast	3.5	0.4	(164)
South	2.8	0.7	(181)
Midwest	3.3	0.4	(198)
West	3.0	0.7	(61)

* Out of 5 supportive statements

Out of 5 non-supportive statements

HOW KNOWLEDGEABLE ARE YOU ABOUT AIDS?

	Total (623)
Knowledgeable	85%
Very knowledgeable	26
Fairly knowledgeable	59
Not knowledgeable	13
Not too knowledgeable	12
Not knowledgeable at all	1
No answer	2

HOW KNOWLEDGEABLE ARE YOU ABOUT AIDS?

By Company Characteristics

	Very/Fairly Knowledgeable	Very Knowledgeable	(Base)
TOTAL	85%	26%	(623)
COMPANY SIZE			
Large (1,000+)	93	38	(189)
Medium (100-999)	81	18	(257)
Small (under 100)	81	25	(172)
COMPANY TYPE			
Service	91	36	(187)
Industrial	81	24	(294)
AIDS POLICY			
Written policy	98	56	(63)
Developing policy	96	27	(69)
Unwritten policy	91	41	(48)
No policy	80	20	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	92	43	(125)
No AIDS experience	82	22	(498)
GEOGRAPHIC REGION			
Northeast	83	34	(164)
South	87	23	(181)
Midwest	84	25	(198)
West	84	19	(61)

SECTION D

COMPANY POLICIES ABOUT AIDS

This section deals with company policies about AIDS. It covers such questions as: How many companies have policies about AIDS? Are the company policies about AIDS written or unwritten? Who is responsible for formulating company policies about AIDS? What factors would be the most effective in persuading companies to develop a more active AIDS program?

Company Policies

About three out of ten companies surveyed (29%) report that they have -- or are in the process of developing -- some sort of policy about AIDS. This includes 10% who have a written policy, 8% who have an unwritten policy, and 11% who are in the process of developing a policy about AIDS.

About seven out of ten companies surveyed (71%) indicate that they do not have any policy about AIDS and are not planning to develop any policy about AIDS.

Having a written policy about AIDS is more common in large companies, in service companies, and in the Western and Northeastern regions.

In addition, having a written policy about AIDS is more common in companies where employees have experienced AIDS and where company executives are knowledgeable about the AIDS problem.

Policy Formulation

A large majority of the company executives surveyed (94%) report that a company policy about AIDS would be developed internally, but a substantial minority (44%) also indicate that they might turn to external sources for help in formulating a company policy about AIDS.

Internally, the people who would be most likely to be involved in the development of a company policy about AIDS are: the Chairman or President (72%) and the personnel or human resources department (64%).

Other management people who might play a role in formulating a company policy about AIDS include: the legal department (47%), the Executive Vice President (37%), and the medical department (25%).

Company Chairmen and Presidents are likely to be involved in establishing a company policy about AIDS in all size companies -- large, medium-sized and small. By comparison, legal and medical departments are more likely to play a role in large companies, where such departments are apt to be found, than in small companies, where such departments are less commonly found.

In addition to top and middle management people, a minority of companies (23%) would turn to non-management people for help in formulating a company policy about AIDS. This includes 20% who would seek help from their employees and 8% who would look for help from their labor unions.

Small companies are more likely than large companies to turn to employees for help in setting a company policy about AIDS.

Externally, sources that companies might turn to for help in developing a policy about AIDS include: other companies that have already formulated a policy about AIDS (23%); insurance companies (21%); outside medical advisory groups (15%); and management consultants (8%).

Medium-sized companies are more apt than either large companies or small companies to seek help from external sources in setting a policy about AIDS.

Company Decisions

About one out of five company executives surveyed (18%) report that their companies have made decisions based on company concerns about the AIDS problem.

Medical insurance policies (13%) and hiring policies (10%) are the company decisions that have been affected most often by the AIDS problem.

In addition, 4% indicate that firing policies have been affected and 3% say that promotion policies have been affected by the AIDS problem.

Only 1% report that site selection and relocation decisions have been influenced by the AIDS problem.

Companies with an AIDS policy -- either written or unwritten -- are more apt than other companies to have made decisions based on concerns about the AIDS problem.

Companies with a written policy are more likely to report that hiring decisions have been influenced by the AIDS problem, while companies with an unwritten policy are more apt to indicate that firing decisions have been affected by the AIDS problem.

Company Activism

In order to identify the factors that might induce companies to become more actively involved with the AIDS problem, the company executives surveyed were given a list of 16 sources and they were asked to indicate the sources that would be most apt to increase their involvement with the AIDS problem.

The following are the factors that the company executives surveyed indicate would be most apt to galvanize active company involvement with the AIDS problem:

1. The strongest factor would be actual experience with people who have AIDS, including: if many of the company's employees got AIDS (74%); if one of their company's employees got AIDS (66%); if AIDS became more prevalent in their geographic area (63%); and if a member of their own household got AIDS (51%).

2. The next strongest factor would be if AIDS had a direct effect on the company's bottom line, including: if the company's medical insurance costs went up a lot due to AIDS (74%); if employee morale suffered due to the AIDS problem (74%); and if employee productivity dropped due to the AIDS problem (72%).

3. The third strongest factor would be pressure from the work force itself. 75% indicate that their company would be actively involved in the AIDS problem if their employees pushed for it.

4. The least important factor -- according to the company executives surveyed -- would be appeals from outside sources or organizations, including: if other companies like ours got more involved with AIDS (44%) and if prominent community leaders appealed to them (23%).

These findings suggest that, while most companies would not turn to employees to help them formulate a policy about AIDS (see earlier in this section), companies would be responsive to pressure from employees to engage in a more active company AIDS program.

Company executives' beliefs about the types of factors that would be most effective in persuading their companies to become more actively involved with the AIDS problem cut across all size companies -- large, medium-sized and small.

DOES YOUR COMPANY HAVE A POLICY OR GUIDELINES REGARDING EMPLOYEES WHO HAVE AIDS-RELATED SYMPTOMS?

	Total (623)
Has AIDS policy/guidelines	18%
Has written policy/guidelines	10
Has unwritten policy/guidelines	8
Does not have AIDS policy/guidelines	82
Developing policy/guidelines	11
Not developing policy/guidelines	71

DOES YOUR COMPANY HAVE A POLICY OR GUIDELINES REGARDING EMPLOYEES WHO HAVE AIDS-RELATED SYMPTOMS?

By Company Characteristics

	Written Policy	Unwritten Policy	Developing Policy	Does Not Have Policy	(Base)
TOTAL	10%	8%	11%	71%	(623)
COMPANY SIZE					
Large (1,000+)	24	16	17	43	(189)
Medium (100-999)	5	5	11	79	(257)
Small (under 100)	1	3	6	90	(172)
COMPANY TYPE					
Service	15	11	17	57	(187)
Industrial	6	5	8	81	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	22	12	11	55	(164)
Fairly knowledgeable	7	7	13	73	(361)
Not knowledgeable	*	3	3	94	(83)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	28	20	20	32	(125)
No AIDS experience	6	5	9	80	(498)
GEOGRAPHIC REGION					
Northeast	11	13	8	68	(164)
South	9	6	9	76	(181)
Midwest	8	6	15	71	(198)
West	17	8	11	64	(61)

* Less than 0.5 percent

WHO HAS OR WOULD BE INVOLVED IN THE DEVELOPMENT
OF A POLICY OR GUIDELINES
REGARDING EMPLOYEES WHO HAVE AIDS-RELATED SYMPTOMS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Internal	94%	98%	93%	93%
Top management	80	74	82	85
Chairman/President/CEO	72	67	74	75
Executive Vice President	37	36	46	24
Board Of Directors	20	9	23	27
Other management	75	97	76	49
Personnel/human resources department	64	95	65	27
Legal department	47	67	44	27
Medical department	25	49	19	8
Public relations/ communications department	9	18	5	4
Non-management	23	15	25	30
Employees	20	12	22	27
Labor union(s)	8	7	10	7
External	44	41	53	34
People from companies that have already developed AIDS policies	23	21	28	19
Insurance company personnel	21	17	26	16
Medical advisory group	15	13	19	11
Management consultant	8	5	9	11

WHICH BUSINESS DECISIONS HAVE BEEN AFFECTED
BY YOUR COMPANY'S CONCERN ABOUT THE AIDS PROBLEM?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Company decisions have been affected by concerns about the AIDS problem	18%	19%	20%	13%
Medical insurance policies	13	14	14	8
Hiring policies	10	6	13	11
Firing policies	4	3	6	3
Promotion policies	3	1	5	3
Selection of new office or plant sites	1	1	-	1
Selection of sites for company conventions	1	*	1	2
Relocation decisions	*	-	1	-
Company decisions have not been affected by concerns about the AIDS problem	82	81	80	87

* Less than 0.5 percent

WHICH BUSINESS DECISIONS HAVE BEEN AFFECTED
BY YOUR COMPANY'S CONCERN ABOUT THE AIDS PROBLEM?

By Company Characteristics

	Company Decisions Were Affected	Medical Insurance Policies	Hiring Policies	Firing Policies	Promotion Policies	(Base)
TOTAL	18%	13%	10%	4%	3%	(623)
COMPANY SIZE						
Large (1,000+)	19	14	6	3	1	(189)
Medium (100-999)	20	14	13	6	5	(257)
Small (under 100)	13	8	11	3	3	(172)
COMPANY TYPE						
Service	20	15	11	4	3	(187)
Industrial	17	12	10	6	4	(294)
AIDS KNOWLEDGEABILITY						
Very knowledgeable	20	14	8	4	4	(164)
Fairly knowledgeable	19	14	12	5	3	(361)
Not knowledgeable	9	4	6	-	-	(83)
AIDS POLICY						
Written policy	37	25	21	6	2	(63)
Developing policy	20	15	7	2	4	(69)
Unwritten policy	33	26	15	16	7	(48)
No policy	13	9	9	3	3	(431)
EMPLOYEE AIDS EXPERIENCE						
Have AIDS experience	25	17	10	4	5	(125)
No AIDS experience	16	11	10	4	3	(498)
GEOGRAPHIC REGION						
Northeast	23	15	14	8	6	(164)
South	18	12	10	3	3	(181)
Midwest	14	11	7	3	2	(198)
West	21	14	12	3	3	(61)

WHAT WOULD BE MOST LIKELY TO GET YOUR COMPANY MORE INVOLVED WITH THE AIDS PROBLEM?

	Total (623)
AIDS experience	92%
If many of the company's employees got AIDS	74
If one of the company's employees got AIDS	66
If AIDS became more prevalent in our geographical area	63
If a member of my immediate family or someone in my household got AIDS	51
If a personal friend got AIDS	38
Company impact	86
If employee morale was suffering due to the AIDS problem	74
If our medical insurance costs went up a lot due to AIDS	74
If employee productivity was suffering due to the AIDS problem	72
Employee advocacy	75
If our employees pushed for it	75
If our labor unions pushed for it	15
Outside appeals	55
If other companies like ours got more involved with AIDS	44
If prominent community leaders appealed to us	23
If the President of the United States appealed to us	16
If other government officials appealed to us	10
If members of AIDS organizations appealed to us	10
If celebrities in sports, the arts or entertainment fields appealed to us	4

WHAT WOULD BE MOST LIKELY TO GET YOUR COMPANY MORE INVOLVED WITH THE AIDS PROBLEM?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
AIDS experience	92%	88%	96%	92%
If many of the company's employees got AIDS	74	77	73	72
If one of the company's employees got AIDS	66	47	75	76
If AIDS became more prevalent in our geographical area	63	62	68	56
If a member of my immediate family or someone in my household got AIDS	51	28	58	67
If a personal friend got AIDS	38	24	43	47
Company impact	86	89	89	80
If employee morale was suffering due to the AIDS problem	74	81	78	62
If our medical insurance costs went up a lot due to AIDS	74	77	77	69
If employee productivity was suffering due to the AIDS problem	72	79	74	61
Employee advocacy	75	79	82	63
If our employees pushed for it	75	78	82	63
If our labor unions pushed for it	15	24	15	7
Outside appeals	55	58	62	43
If other companies like ours got more involved with AIDS	44	47	50	31
If prominent community leaders appealed to us	23	30	24	13
If the President of the United States appealed to us	16	17	13	18
If other government officials appealed to us	10	17	6	7
If members of AIDS organizations appealed to us	10	10	11	7
If celebrities in sports, the arts or entertainment fields appealed to us	4	3	3	5

SECTION E

COMPANY REACTIONS TO EMPLOYEES WHO HAVE AIDS

This section deals with company reactions to employees who have AIDS. It covers such questions as: How would companies react if an employee had been exposed to the AIDS virus but did not have any AIDS-related symptoms? What would companies do if an employee had full-fledged AIDS -- i.e., if an employee had AIDS-related symptoms?

* * *

Employees Who Have Been Exposed To The AIDS Virus

A majority of company executives (61%) report that, if an employee tested positive for antibodies to the AIDS virus, they would do something about it.

The steps that companies would take most often would be to give employees who have tested positive time off for medical treatment (32%); to provide counselling to them (29%); and to develop an altered work program for them (12%).

Relatively few companies indicate that they would take any type of negative action against employees who have tested positive for antibodies to the AIDS virus, but 10% acknowledge that they would try to persuade such employees to quit their jobs, 4% would not promote them, and 4% would fire them.

Employees Who Have Full-Fledged AIDS

An even larger majority of company executives (77%) report that, if an employee had full-fledged AIDS, they would do something about it. (This compares with 61% who would do something about an employee who had been exposed to the AIDS virus but did not have any AIDS-related symptoms.)

The types of steps that companies would take if an employee had full-fledged AIDS parallel the steps that they would take if an employee had been exposed to the AIDS virus but did not have any AIDS-related symptoms, but more companies would take such actions.

Once again, the steps they would take most often would be to give employees who have full-fledged AIDS time off for medical treatment (47%); to provide counselling to them (32%); and to make some sort of work accommodation for them (27%).

And once again, only a minority of companies report that they would take any sort of negative action against employees who have full-fledged AIDS, but 16% say that they would try to get them to quit their jobs, 5% would not promote them, and 6% would fire them.

Supportive And Negative Reactions

Which types of companies would take supportive steps to help employees who have full-fledged AIDS and which types of companies would take negative actions against them?

Large companies are more apt than small companies to report that they would take supportive actions, including giving such employees time off for medical treatment, providing counselling to them, and making some sort of work accommodation for them.

By contrast, small companies are more likely than other companies to indicate that they would take negative actions, such as trying to induce such employees to quit their jobs or firing them.

WHAT WOULD YOUR COMPANY DO IF AN EMPLOYEE TESTED POSITIVE FOR ANTIBODIES TO THE AIDS VIRUS BUT DID NOT HAVE ANY AIDS-RELATED SYMPTOMS OR IF AN EMPLOYEE HAD AIDS-RELATED SYMPTOMS?

	If Employee Tested Positive But Did Not Have AIDS-Related Symptoms (623)	If Employee Had AIDS-Related Symptoms (623)
Do something	61%	77%
Supportive reactions	48	59
Give them time off for medical treatment	32	47
Provide counselling	29	32
Work accommodation	12	27
Develop a customized work program to suit their needs	9	23
Allow them to work at home	3	7
Put them on a reduced work-load	1	6
Provide a job-sharing arrangement	1	3
Put them on a permanent part-time schedule	1	3
Neutral reactions	10	17
Limit contact with other employees	10	17
Negative reactions	14	20
Try to get them to resign	10	16
Not promote them	4	5
Fire them	4	6
Do nothing	39	23

WHAT WOULD YOUR COMPANY DO IF AN EMPLOYEE TESTED POSITIVE FOR ANTIBODIES TO THE AIDS VIRUS BUT DID NOT HAVE ANY AIDS-RELATED SYMPTOMS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Do something	61%	53%	63%	68%
Supportive reactions	48	47	48	49
Give them time off for medical treatment	32	29	32	35
Provide counselling	29	35	28	25
Work accommodation	12	11	12	12
Develop a customized work program to suit their needs	9	10	10	8
Allow them to work at home	3	2	2	5
Put them on a reduced work-load	1	*	1	1
Provide a job-sharing arrangement	1	*	-	2
Put them on a permanent part-time schedule	1	*	1	2
Neutral reactions	10	4	12	15
Limit contact with other employees	10	4	12	15
Negative reactions	14	6	15	22
Try to get them to resign	10	2	9	20
Not promote them	4	3	5	3
Fire them	4	1	3	8
Do nothing	39	47	37	32

* Less than 0.5 percent

WHAT WOULD YOUR COMPANY DO IF AN EMPLOYEE TESTED POSITIVE FOR ANTIBODIES TO THE AIDS VIRUS BUT DID NOT HAVE ANY AIDS-RELATED SYMPTOMS?

By Company Characteristics

	Supportive Reactions	Neutral Reactions	Negative Reactions	Do Nothing	(Base)
TOTAL	48%	10%	14%	39%	(623)
COMPANY SIZE					
Large (1,000+)	47	4	6	47	(189)
Medium (100-999)	48	12	15	37	(257)
Small (under 100)	49	15	22	32	(172)
COMPANY TYPE					
Service	54	9	12	33	(187)
Industrial	46	10	15	43	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	52	5	7	39	(164)
Fairly knowledgeable	48	12	16	38	(361)
Not knowledgeable	38	17	21	43	(83)
AIDS POLICY					
Written policy	61	8	9	26	(63)
Developing policy	61	9	6	35	(69)
Unwritten policy	40	4	16	40	(48)
No policy	45	12	16	41	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	49	9	6	43	(125)
No AIDS experience	48	11	16	38	(498)
GEOGRAPHIC REGION					
Northeast	50	14	11	38	(164)
South	45	10	15	39	(181)
Midwest	48	9	13	40	(198)
West	46	6	21	39	(61)

WHAT WOULD YOUR COMPANY DO IF AN EMPLOYEE HAD AIDS-RELATED SYMPTOMS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Do something	77%	74%	77%	80%
Supportive reactions	59	66	60	51
Give them time off for medical treatment	47	49	48	43
Provide counselling	32	38	32	26
Work accommodation	27	34	25	23
Develop a customized work program to suit their needs	23	33	21	17
Allow them to work at home	7	7	7	6
Put them on a reduced work-load	6	8	4	8
Provide a job-sharing arrangement	3	4	2	2
Put them on a permanent part-time schedule	3	5	2	3
Neutral reactions	17	11	20	20
Limit contact with other employees	17	11	20	20
Negative reactions	20	8	22	32
Try to get them to resign	16	5	16	27
Not promote them	5	4	6	6
Fire them	6	1	4	13
Do nothing	23	26	23	20

WHAT WOULD YOUR COMPANY DO IF AN EMPLOYEE HAD AIDS-RELATED SYMPTOMS?

By Company Characteristics

	Supportive Reactions	Neutral Reactions	Negative Reactions	Do Nothing	(Base)
TOTAL	59%	17%	20%	23%	(623)
COMPANY SIZE					
Large (1,000+)	66	11	8	26	(189)
Medium (100-999)	60	20	22	23	(257)
Small (under 100)	51	20	32	20	(172)
COMPANY TYPE					
Service	67	16	19	16	(187)
Industrial	53	19	20	29	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	68	13	13	18	(164)
Fairly knowledgeable	60	20	22	24	(361)
Not knowledgeable	42	12	27	29	(83)
AIDS POLICY					
Written policy	73	7	13	16	(63)
Developing policy	83	12	8	10	(69)
Unwritten policy	62	7	19	16	(48)
No policy	54	21	24	26	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	70	10	11	21	(125)
No AIDS experience	57	19	23	24	(498)
GEOGRAPHIC REGION					
Northeast	64	15	18	20	(164)
South	53	17	21	27	(181)
Midwest	63	19	21	22	(198)
West	53	14	25	24	(61)

SECTION F

CO-WORKERS' REACTIONS TO EMPLOYEES WHO HAVE AIDS

This section deals with co-workers' reactions to working with employees who have full-fledged AIDS -- i.e., employees who have AIDS-related symptoms. It deals with such questions as: If an employee has AIDS, would the employee's co-workers want to be informed about it? How would co-workers feel about working alongside an employee who has AIDS? If co-workers refused to work with an employee who has AIDS, what would companies do about it?

Informing Co-Workers

Over eight out of ten company executives surveyed (87%) think that, if an employee has AIDS, the employee's co-workers would want to know about it.

This widespread desire for co-workers to be informed if an employee has AIDS cuts across all size companies -- large, medium-sized and small.

Educating Co-Workers

Over eight out of ten company executives surveyed (86%) feel that, if an employee has AIDS, the employee's co-workers should be given information about AIDS and how AIDS is transmitted.

This includes 56% who feel that co-workers should be given written materials, 54% who think that experts should be called in to give co-workers information, and 48% who believe that there should be discussions or meetings with co-workers about how AIDS is transmitted.

Co-Workers' Reactions

While one-third of the company executives surveyed report that they themselves would resist working with an employee who had AIDS, fully two-thirds think that the rank-and-file employees would resist working with them.

* 35% of company executives would resist working with an employee who had AIDS, including 12% who would refuse to work with such a person.

* 67% of company executives think that rank-and-file employees would resist working with an employee who had AIDS, including 22% who believe that employees would refuse to work with such a person.

Rank-and-file employees' resistance to working with employees who have AIDS -- as reported by the company executives surveyed -- is particularly strong in small and medium-sized companies, in industrial companies, and in the Southern and Midwestern regions.

In addition, there is marked resistance to working with employees who have AIDS in companies that have not had first-hand experience with such employees, in companies that do not have any policy about AIDS, and in companies where the executives are not knowledgeable about the AIDS problem.

Co-Workers' Refusal

What would companies do if a co-worker refused to work with an employee who has AIDS?

Most companies, according to the company executives surveyed, would try to change the co-worker's mind and, if that failed, they would do something to accommodate him or her.

The most common company reaction would be to try to convince the co-worker to work with the employee who has AIDS (57%).

Other company reactions if a co-worker refused to work with an employee who has AIDS include: transfer the co-worker to another section (27%); isolate the employee who has AIDS from the co-worker (16%); or transfer the employee who has AIDS to another section (11%).

About one out of ten companies (12%) report that, if a co-worker continued to refuse to work with an employee who has AIDS, the co-worker would be fired.

Large companies would be more likely than small companies to fire a co-worker who refuses to work with an employee who has AIDS. However, even in large companies, education and accommodation would be attempted before the co-worker is fired.

IF AN EMPLOYEE HAD AIDS-RELATED SYMPTOMS,
DO YOU THINK THE EMPLOYEE'S CO-WORKERS
WOULD WANT TO BE INFORMED ABOUT IT?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Co-workers would want to be informed	87%	82%	89%	91%
Co-workers would not want to be informed	2	2	2	1
No idea at all	11	16	9	8

WHAT WOULD YOUR COMPANY DO WITH CO-WORKERS
WHO WORKED ALONGSIDE AN EMPLOYEE WHO HAD AIDS-RELATED SYMPTOMS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Provide co-workers with information	86%	79%	90%	88%
Provide co-workers with written materials about AIDS communicability	56	55	61	49
Call in experts on AIDS to provide co-workers with information about AIDS communicability	54	50	58	54
Have discussions or meetings with co-workers about AIDS communicability	48	58	49	37
Not provide co-workers with information	14	21	10	12

HOW WOULD YOU AND YOUR EMPLOYEES FEEL ABOUT WORKING ALONGSIDE AN EMPLOYEE WHO HAD AIDS-RELATED SYMPTOMS?

	How Executives Would Feel (623)	How Employees Would Feel (623)
Would resist it	35%	67%
Would refuse to work with that person	12	22
Would be bothered and would resist it	23	45
Would not resist it	63	30
Would be bothered but would not resist it	41	29
Would not be bothered	22	1
No answer	2	3

HOW WOULD YOU AND YOUR EMPLOYEES FEEL ABOUT WORKING ALONGSIDE AN EMPLOYEE WHO HAD AIDS-RELATED SYMPTOMS?

By Company Characteristics

	Executives Would Resist It	Employees Would Resist It	(Base)
TOTAL	35%	67%	(623)
COMPANY SIZE			
Large (1,000+)	20	53	(189)
Medium (100-999)	36	73	(257)
Small (under 100)	51	76	(172)
COMPANY TYPE			
Service	26	55	(187)
Industrial	41	73	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	16	50	(164)
Fairly knowledgeable	37	71	(361)
Not knowledgeable	62	85	(83)
AIDS POLICY			
Written policy	16	40	(63)
Developing policy	23	57	(69)
Unwritten policy	16	44	(48)
No policy	43	76	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	15	41	(125)
No AIDS experience	40	74	(498)
GEOGRAPHIC REGION			
Northeast	28	58	(164)
South	46	75	(181)
Midwest	30	71	(198)
West	39	62	(61)

IF A CO-WORKER REFUSED TO WORK WITH AN EMPLOYEE WHO HAD AIDS-RELATED SYMPTOMS, WHAT DO YOU THINK YOUR COMPANY WOULD DO?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Try to convince the co-worker to work with the employee who has AIDS-related symptoms	57%	75%	56%	39%
Transfer the co-worker to another section	27	30	31	18
Isolate the employee with AIDS-related symptoms from the co-worker	16	9	17	23
Fire the co-worker if he or she continued to refuse to work with the employee who has AIDS-related symptoms	12	23	9	5
Transfer the employee with AIDS-related symptoms to another section	11	10	11	12

SECTION G

COMPANY TESTING PROGRAMS AND AIDS

This section deals with company testing programs and the AIDS problem. It covers such questions as: How many companies test prospective employees for AIDS? If a company knew that a job applicant has the AIDS virus, would the job applicant be accepted or rejected? How do companies feel about testing current employees for AIDS? If a test reveals that an employee has been exposed to the AIDS virus, should the employer as well as the employee be given the results of the test or should the test results go to the employee alone?

Medical Examinations

About one out of three company executives surveyed (37%) report that their companies require prospective employees (or employees who are up for promotion) to take a medical examination.

Large companies are much more likely than small companies to require prospective employees to undergo a medical examination.

Surprisingly, companies in the Western region are less apt to require prospective employees to take a medical examination than companies in other geographic regions, despite Westerners' strong concerns about the AIDS problem.

Testing Prospective Employees

About one out of four company executives surveyed (23%) indicate that their companies test prospective employees for specific diseases or ailments.

But the bulk of this testing pertains to use of illegal drugs. 22% of the 23% say that drug use is the specific problem for which prospective employees are tested.

Only 2% test prospective employees for antibodies to the AIDS virus at the present time.

If a test revealed that a prospective employee had been exposed to the AIDS virus, what would the company do? 39% acknowledge that they would reject the applicant and an additional 38% indicate that they are not sure how they would respond to the applicant. Only 23% maintain that,

if a prospective employee had been exposed to the AIDS virus, the applicant would still be accepted.

A prospective employee who tested positive for antibodies to the AIDS virus would be more apt to be rejected by small companies, by industrial companies, and by companies in the Southern region.

In addition, a job applicant who had been exposed to the AIDS virus would be rejected more often by companies which do not have any employees who had AIDS, by companies which do not have any policy about AIDS, and by companies whose executives do not feel knowledgeable about the AIDS problem.

Testing Current Employees

Only 1% of the company executives surveyed report that their companies test current employees for antibodies to the AIDS virus at the present time.

Nor are companies favorably inclined to institute such a testing program. Only 8% are favorably inclined toward testing current employees for antibodies to the AIDS virus, compared with 60% who register opposition. (The remaining 32% are neutral or express no opinion.)

Companies believe that employees and labor unions would be even more strongly opposed to launching such a testing program. While 60% indicate that company management would be opposed, 71% think that their employees would be against it and 74% feel that their labor unions (if they have labor unions) would oppose it.

Opposition to testing current employees for antibodies to the AIDS virus is particularly strong in large companies, in service companies, and in companies in the Western region.

Reporting Test Results

If a test reveals that a current employee has been exposed to the AIDS virus, who should receive the results of the test?

A majority of company executives surveyed (61%) feel that the test results should go to the employer as well as the employee, while a substantial minority (34%) think that the test results should go to the employee alone. (The remaining 5% express no opinion.)

The belief that test results should go to the employer as well as the employee is particularly strong in small companies, in industrial companies and in companies in the Southern and Midwestern regions.

DOES YOUR COMPANY REQUIRE PROSPECTIVE EMPLOYEES
OR PEOPLE UP FOR PROMOTION TO TAKE A MEDICAL EXAMINATION?

	Total (623)
Yes, required to take medical examination	37%
Yes, for top managers	32
Yes, for middle managers	28
Yes, for non-managers	32
No, not required to take medical examination	62
No answer	1

DOES YOUR COMPANY REQUIRE PROSPECTIVE EMPLOYEES
OR PEOPLE UP FOR PROMOTION TO TAKE A MEDICAL EXAMINATION?

By Company Characteristics

	Required To Take A Medical Examination	(Base)
TOTAL	37%	(623)
COMPANY SIZE		
Large (1,000+)	51	(189)
Medium (100-999)	38	(257)
Small (under 100)	21	(172)
COMPANY TYPE		
Service	35	(187)
Industrial	37	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	37	(164)
Fairly knowledgeable	39	(361)
Not knowledgeable	33	(83)
AIDS POLICY		
Written policy	66	(63)
Developing policy	50	(69)
Unwritten policy	49	(48)
No policy	30	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	55	(125)
No AIDS experience	32	(498)
GEOGRAPHIC REGION		
Northeast	40	(164)
South	32	(181)
Midwest	43	(198)
West	28	(61)

FOR WHICH ARE PROSPECTIVE EMPLOYEES OF YOUR COMPANY TESTED?

	Total (623)
Tested	23%
Use of illegal drugs	22
Antibodies to the AIDS virus	2
Huntington's disease	1
Tay-Sachs	1
Sickle cell anemia	1
Not tested	77

FOR WHICH ARE PROSPECTIVE EMPLOYEES OF YOUR COMPANY TESTED?

By Company Characteristics

	Test For Use Of Illegal Drugs	Test For Antibodies To AIDS Virus	(Base)
TOTAL	22%	2%	(623)
COMPANY SIZE			
Large (1,000+)	33	1	(189)
Medium (100-999)	21	2	(257)
Small (under 100)	11	4	(172)
COMPANY TYPE			
Service	10	-	(187)
Industrial	27	2	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	21	2	(164)
Fairly knowledgeable	25	2	(361)
Not knowledgeable	13	2	(83)
AIDS POLICY			
Written policy	39	10	(63)
Developing policy	36	2	(69)
Unwritten policy	32	6	(48)
No policy	17	1	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	35	*	(125)
No AIDS experience	19	3	(498)
GEOGRAPHIC REGION			
Northeast	18	3	(164)
South	25	3	(181)
Midwest	25	2	(198)
West	11	3	(61)

* Less than 0.5 percent

WOULD THE APPLICANT BE REJECTED IF YOUR COMPANY KNEW
THAT A PROSPECTIVE EMPLOYEE HAD BEEN EXPOSED TO THE AIDS VIRUS?

	Total (623)
Yes, would be rejected	39%
No, would not be rejected	23
No idea at all	38

WOULD THE APPLICANT BE REJECTED IF YOUR COMPANY KNEW
THAT A PROSPECTIVE EMPLOYEE HAD BEEN EXPOSED TO THE AIDS VIRUS?

By Company Characteristics

	Would Be Rejected	Would Not Be Rejected	No Idea	(Base)
TOTAL	39%	23%	38%	(623)
COMPANY SIZE				
Large (1,000+)	22	40	38	(189)
Medium (100-999)	42	18	40	(257)
Small (under 100)	55	12	33	(172)
COMPANY TYPE				
Service	30	31	39	(187)
Industrial	45	22	33	(294)
AIDS KNOWLEDGEABILITY				
Very knowledgeable	28	45	27	(164)
Fairly knowledgeable	40	18	42	(361)
Not knowledgeable	54	4	42	(83)
AIDS POLICY				
Written policy	18	55	27	(63)
Developing policy	18	39	43	(69)
Unwritten policy	43	32	25	(48)
No policy	45	15	40	(431)
EMPLOYEE AIDS EXPERIENCE				
Have AIDS experience	24	44	32	(125)
No AIDS experience	43	18	39	(498)
GEOGRAPHIC REGION				
Northeast	32	30	38	(164)
South	49	17	34	(181)
Midwest	38	22	40	(198)
West	32	26	42	(61)

DOES YOUR COMPANY TEST CURRENT EMPLOYEES
TO DETERMINE IF THEY HAVE ANTIBODIES TO THE AIDS VIRUS?

	Total (623)
Yes, company tests current employees for antibodies to the AIDS virus	1%
No, company does not test current employees for antibodies to the AIDS virus	98
No answer	1

DOES YOUR COMPANY TEST CURRENT EMPLOYEES
TO DETERMINE IF THEY HAVE ANTIBODIES TO THE AIDS VIRUS?

By Company Characteristics

	Company Tests Current Employees For AIDS Virus	(Base)
TOTAL	1%	(623)
COMPANY SIZE		
Large (1,000+)	2	(189)
Medium (100-999)	1	(257)
Small (under 100)	1	(172)
COMPANY TYPE		
Service	2	(187)
Industrial	1	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	3	(164)
Fairly knowledgeable	1	(361)
Not knowledgeable	-	(83)
AIDS POLICY		
Written policy	4	(63)
Developing policy	3	(69)
Unwritten policy	7	(48)
No policy	*	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	2	(125)
No AIDS experience	1	(498)
GEOGRAPHIC REGION		
Northeast	2	(164)
South	1	(181)
Midwest	2	(198)
West	-	(61)

* Less than 0.5 percent

HOW WOULD YOUR COMPANY MANAGEMENT, EMPLOYEES AND LABOR UNIONS FEEL ABOUT INSTITUTING AN AIDS TESTING PROGRAM FOR CURRENT EMPLOYEES?

	Company Management (623)	Company Employees (623)	Labor Unions* (167)
Favorable	8%	6%	2%
Neutral	18	7	5
Unfavorable	60	71	74
No idea at all	14	16	19

* Among companies with labor unions

HOW WOULD YOUR COMPANY MANAGEMENT, EMPLOYEES AND LABOR UNIONS FEEL ABOUT INSTITUTING AN AIDS TESTING PROGRAM FOR CURRENT EMPLOYEES?

By Company Characteristics

	Company Management		Company Employees		Labor Unions*	
	Favorable	Unfavorable	Favorable	Unfavorable	Favorable	Unfavorable
TOTAL	8%	60%	6%	71%	2%	74%
COMPANY SIZE						
Large (1,000+)	4	77	2	80	2	82
Medium (100-999)	6	59	8	71	-	74
Small (under 100)	15	44	9	60	8	58
COMPANY TYPE						
Service	6	66	7	73	-	64
Industrial	10	56	7	67	3	76
AIDS KNOWLEDGEABILITY						
Very knowledgeable	7	74	7	79	-	76
Fairly knowledgeable	9	56	6	70	2	75
Not knowledgeable	7	53	4	61	7	81
AIDS POLICY						
Written policy	4	84	6	84	-	88
Developing policy	10	64	6	78	5	71
Unwritten policy	12	72	7	80	-	88
No policy	8	55	6	67	2	73
EMPLOYEE AIDS EXPERIENCE						
Have AIDS experience	4	77	2	78	-	75
No AIDS experience	9	56	7	69	3	75
GEOGRAPHIC REGION						
Northeast	9	62	6	70	4	74
South	9	55	8	68	-	72
Midwest	9	56	8	67	2	76
West	2	81	**	87	-	90

* Among companies with labor unions

** Less than 0.5 percent

DO YOU THINK THE EMPLOYER AS WELL AS THE EMPLOYEE SHOULD BE GIVEN RESULTS OF AN AIDS TEST?

	Total (623)
Yes, test results should be given to <u>both</u> the employer and the employee	61%
No, test results should go <u>only</u> to the employee	34
No answer	5

DO YOU THINK THE EMPLOYER AS WELL AS THE EMPLOYEE SHOULD BE GIVEN RESULTS OF AN AIDS TEST?

By Company Characteristics

	Test Results Should Be Given To Both Employer And Employee	Test Results Should Only Be Given To Employee	No Answer	(Base)
TOTAL	61%	34%	5%	(623)
COMPANY SIZE				
Large (1,000+)	45	49	6	(189)
Medium (100-999)	62	35	3	(257)
Small (under 100)	78	15	7	(172)
COMPANY TYPE				
Service	50	43	7	(187)
Industrial	64	32	4	(294)
AIDS KNOWLEDGEABILITY				
Very knowledgeable	47	46	7	(164)
Fairly knowledgeable	65	31	4	(361)
Not knowledgeable	66	26	8	(83)
AIDS POLICY				
Written policy	43	51	6	(63)
Developing policy	57	41	2	(69)
Unwritten policy	52	42	6	(48)
No policy	65	30	5	(431)
EMPLOYEE AIDS EXPERIENCE				
Have AIDS experience	35	60	5	(125)
No AIDS experience	67	28	5	(498)
GEOGRAPHIC REGION				
Northeast	50	45	5	(164)
South	70	23	7	(181)
Midwest	64	32	4	(198)
West	56	43	1	(61)

SECTION H

COMPANY INSURANCE PROGRAMS AND AIDS

This section deals with company insurance programs and the AIDS problem. It covers such questions as: Who should pay for the cost of caring for employees who have AIDS? Has the cost of company medical insurance premiums gone up as a result of the AIDS problem? How would companies' medical plans be affected if AIDS caused a significant increase in the cost of companies' medical programs? How do companies feel about paying for at-home treatment and paying for experimental drug treatment for employees who have AIDS? If an employee who has AIDS went on disability leave, how would companies feel about supplementing the employee's disability payments?

Who Should Pay?

Who should bear most of the cost of caring for employees who have AIDS?

According to the company executives surveyed the brunt of the cost should be borne by the insurance companies (45%), by the employees themselves (33%), or by the Federal government (16%).

Only 11% of the company executives surveyed think that the brunt of the cost of caring for employees who have AIDS should be handled by the employers.

The belief that insurance companies should be saddled with most of the cost of caring for employees who have AIDS cuts across all size companies -- large, medium-sized and small.

Large companies are more willing than small companies to feel that companies should bear the cost of caring for employees who have AIDS, while small companies are more apt to feel that the responsibility for paying such costs should lie with the employees themselves. This might reflect the fact that large companies are better able than small companies to afford the cost of such treatment.

Medical Insurance Premiums

At the present time, only 10% of company executives surveyed think that the cost of their companies' medical insurance premiums has gone up because of the AIDS problem.

However, a sizeable 80% believe that AIDS will cause their companies' medical insurance premiums to increase five years from now, including 46% who are convinced that AIDS will produce a "big increase" in the cost of their companies' medical insurance programs.

The belief that there will be a significant increase in the cost of companies' medical insurance premiums is widespread across all size companies -- large, medium-sized and small.

Change In Medical Programs

How would companies respond if the cost of medical insurance premiums went up significantly due to the AIDS problem?

According to the company executives surveyed, the most likely response would be to require employees to contribute more to the cost of the medical insurance program (84%) and the next most likely response would be to reduce the benefits in the medical insurance program (60%).

Only 25% think that the medical insurance program would be retained "as is," but hardly any of the company executives surveyed -- 8% -- believe that the program would be entirely dropped even if AIDS caused a significant increase in the cost of the program.

Companies of all sizes -- large, medium-sized and small -- share the belief that a significant rise in the cost of medical insurance programs due to the AIDS problem would result in companies' calling on employees to pay more of the cost of these programs and companies' reducing the benefits included in these programs.

Special AIDS Treatments

A majority of the company executives surveyed indicate that they do not know whether their companies' medical plans currently pay to treat employees with AIDS at home or with experimental drugs.

However, about half (50%) feel that company medical plans should pay for at-home treatment and about one-third (36%) feel that company medical plans should pay for experimental drug treatment.

The belief that companies should be liberal in paying for special AIDS treatments is more widespread in large companies, in service companies, in companies that have a policy about AIDS, in companies that have had first-hand experience with employees who had AIDS, and in companies where the executives are knowledgeable about the AIDS problem.

Supplementing Disability Payments

Only one out of seven company executives surveyed (15%) report that, if an employee who has AIDS goes on disability leave, their company would supplement the employee's disability payments. This includes 5% who would supplement up to the full salary and 10% who would make some partial supplementation.

Moreover, even the few companies which would supplement the employee's disability payments would do so for a limited period of time. This includes 10% who would supplement for a three to six month period and 3% who would supplement for a one to two year period. Only 2% would carry such supplements to disability payments for an indefinite period.

Large companies are more likely than small companies to report that, if an employee who has AIDS went on disability leave, their company would supplement the employee's disability payments. However, even in the case of large companies, only a minority -- 22% -- would pay such supplements.

WHO SHOULD BEAR MOST OF THE COST
OF CARING FOR THE EMPLOYEE WHO HAS AIDS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Insurance company	45%	47%	44%	44%
The employee who has AIDS	33	22	35	42
Federal government	16	10	18	20
Employer	11	24	8	2
State government	4	3	3	4

HAS THE COST OF YOUR COMPANY'S MEDICAL INSURANCE PREMIUMS INCREASED AS A RESULT OF AIDS AND DO YOU THINK IT WILL INCREASE 5 YEARS FROM NOW?

	Total (623)
NOW	
Insurance premiums have increased due to AIDS	10%
A big increase	1
A small increase	9
Insurance premiums have not increased due to AIDS	44
Don't know	46
5 YEARS FROM NOW	
Insurance premiums will increase due to AIDS	80%
A big increase	46
A small increase	34
Insurance premiums will not increase due to AIDS	1
Don't know	19

HAS THE COST OF YOUR COMPANY'S MEDICAL INSURANCE PREMIUMS INCREASED AS A RESULT OF AIDS AND DO YOU THINK IT WILL INCREASE 5 YEARS FROM NOW?

By Company Characteristics

	Insurance Premiums Have Increased Due To AIDS	Insurance Premiums Will Increase 5 Years From Now Due To AIDS	(Base)
TOTAL	10%	80%	(623)
COMPANY SIZE			
Large (1,000+)	13	81	(189)
Medium (100-999)	8	79	(257)
Small (under 100)	9	80	(172)
COMPANY TYPE			
Service	8	85	(187)
Industrial	9	76	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	14	84	(164)
Fairly knowledgeable	9	81	(361)
Not knowledgeable	5	68	(83)
AIDS POLICY			
Written policy	12	78	(63)
Developing policy	7	86	(69)
Unwritten policy	21	92	(48)
No policy	9	78	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	19	82	(125)
No AIDS experience	8	79	(498)
GEOGRAPHIC REGION			
Northeast	12	82	(164)
South	5	80	(181)
Midwest	11	79	(198)
West	15	79	(61)

IF YOUR COMPANY'S MEDICAL INSURANCE PREMIUMS WENT UP SIGNIFICANTLY AS A RESULT OF AIDS, WHAT WOULD YOUR COMPANY DO?

	Employees Contribute More To Plan (623)	Some Benefits Would Be Reduced (623)	Medical Plan Would Be Dropped (623)	Medical Plan Retained As Is (623)
Likely	84%	60%	8%	25%
Very likely	41	18	3	9
Fairly likely	43	42	5	16
Not likely	10	31	79	61
Not too likely	7	21	21	29
Not likely at all	3	10	58	32
No answer	6	9	13	14

IF YOUR COMPANY'S MEDICAL INSURANCE PREMIUMS WENT UP SIGNIFICANTLY AS A RESULT OF AIDS, WHAT WOULD YOUR COMPANY DO?

By Company Characteristics

LIKELY TO DO IT

	Employees Contribute More To Plan	Some Benefits Would Be Reduced	Medical Plan Would Be Dropped	Medical Plan Retained As Is	(Base)
TOTAL	84%	60%	8%	25%	(623)
COMPANY SIZE					
Large (1,000+)	87	56	1	25	(189)
Medium (100-999)	84	63	7	24	(257)
Small (under 100)	81	61	16	26	(172)
COMPANY TYPE					
Service	85	56	5	26	(187)
Industrial	82	64	10	25	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	80	56	10	25	(164)
Fairly knowledgeable	84	60	7	26	(361)
Not knowledgeable	87	64	7	19	(83)
AIDS POLICY					
Written policy	78	48	7	26	(63)
Developing policy	89	60	3	22	(69)
Unwritten policy	85	46	-	31	(48)
No policy	84	64	9	24	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	78	44	1	29	(125)
No AIDS experience	85	64	9	24	(498)
GEOGRAPHIC REGION					
Northeast	85	52	6	22	(164)
South	87	67	11	23	(181)
Midwest	80	63	6	29	(198)
West	82	52	6	25	(61)

DOES YOUR COMPANY'S MEDICAL PLAN PAY FOR AT-HOME TREATMENT FOR EMPLOYEES WHO HAVE AIDS AND DO YOU THINK THE COMPANY SHOULD PAY FOR SUCH TREATMENT?

	Total (623)
Does Your Company's Medical Plan Pay For At-Home Treatment For Employees Who Have AIDS?	
Yes, pays	23%
No, does not pay	22
Don't know	55
Do You Think Your Company's Medical Plan Should Pay For At-Home Treatment For Employees Who Have AIDS?	
Yes, should pay	50%
No, should not pay	24
Don't know	26

DOES YOUR COMPANY'S MEDICAL PLAN PAY FOR AT-HOME TREATMENT FOR EMPLOYEES WHO HAVE AIDS AND DO YOU THINK THE COMPANY SHOULD PAY FOR SUCH TREATMENT?

By Company Characteristics

	Company Pays For At-Home Treatment	Company Should Pay For At-Home Treatment	(Base)
TOTAL	23%	50%	(623)
COMPANY SIZE			
Large (1,000+)	41	70	(189)
Medium (100-999)	22	46	(257)
Small (under 100)	2	39	(172)
COMPANY TYPE			
Service	32	65	(187)
Industrial	17	45	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	31	67	(164)
Fairly knowledgeable	22	49	(361)
Not knowledgeable	9	33	(83)
AIDS POLICY			
Written policy	55	72	(63)
Developing policy	40	65	(69)
Unwritten policy	44	68	(48)
No policy	12	44	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	48	72	(125)
No AIDS experience	16	45	(498)
GEOGRAPHIC REGION			
Northeast	23	54	(164)
South	18	37	(181)
Midwest	24	60	(198)
West	30	56	(61)

DOES YOUR COMPANY'S MEDICAL PLAN PAY FOR
THE TREATMENT OF AIDS BY EXPERIMENTAL DRUGS
AND DO YOU THINK THE COMPANY SHOULD PAY FOR SUCH TREATMENT?

	Total (623)
Does Your Company's Medical Plan Pay For The Treatment Of AIDS By Experimental Drugs?	
Yes, pays	7%
No, does not pay	28
Don't know	65
Do You Think Your Company's Medical Plan Should Pay For The Treatment Of AIDS By Experimental Drugs?	
Yes, should pay	36%
No, should not pay	31
Don't know	33

DOES YOUR COMPANY'S MEDICAL PLAN PAY FOR
THE TREATMENT OF AIDS BY EXPERIMENTAL DRUGS
AND DO YOU THINK THE COMPANY SHOULD PAY FOR SUCH TREATMENT?

By Company Characteristics

	Company Pays For Experimental Drug Treatment	Company Should Pay For Experimental Drug Treatment	(Base)
TOTAL	7%	36%	(623)
COMPANY SIZE			
Large (1,000+)	16	41	(189)
Medium (100-999)	5	32	(257)
Small (under 100)	2	38	(172)
COMPANY TYPE			
Service	14	44	(187)
Industrial	5	34	(294)
AIDS KNOWLEDGEABILITY			
Very knowledgeable	12	42	(164)
Fairly knowledgeable	7	39	(361)
Not knowledgeable	3	17	(83)
AIDS POLICY			
Written policy	21	45	(63)
Developing policy	9	35	(69)
Unwritten policy	23	47	(48)
No policy	3	34	(431)
EMPLOYEE AIDS EXPERIENCE			
Have AIDS experience	20	44	(125)
No AIDS experience	4	34	(498)
GEOGRAPHIC REGION			
Northeast	11	49	(164)
South	5	28	(181)
Midwest	8	35	(198)
West	9	37	(61)

WOULD YOUR COMPANY SUPPLEMENT THE EMPLOYEE'S DISABILITY PAYMENTS IF AN EMPLOYEE WHO HAS AIDS WENT ON DISABILITY LEAVE?

	Total (623)
Would supplement disability payments	15%
Would supplement up to the person's full salary	5
Would supplement partially but not up to full salary	10
Would not supplement disability payments	59
No idea at all	26

WOULD YOUR COMPANY SUPPLEMENT THE EMPLOYEE'S DISABILITY PAYMENTS IF AN EMPLOYEE WHO HAS AIDS WENT ON DISABILITY LEAVE?

By Company Characteristics

	Would Supplement Disability Payments	Would Supplement: Up To Full Salary	Would Supplement: Partially	(Base)
TOTAL	15%	5%	10%	(623)
COMPANY SIZE				
Large (1,000+)	22	10	12	(189)
Medium (100-999)	11	3	8	(257)
Small (under 100)	14	1	13	(172)
COMPANY TYPE				
Service	16	5	11	(187)
Industrial	16	5	11	(294)
AIDS KNOWLEDGEABILITY				
Very knowledgeable	20	8	12	(164)
Fairly knowledgeable	15	4	11	(361)
Not knowledgeable	9	2	7	(83)
AIDS POLICY				
Written policy	28	12	16	(63)
Developing policy	19	6	13	(69)
Unwritten policy	24	14	10	(48)
No policy	12	3	9	(431)
EMPLOYEE AIDS EXPERIENCE				
Have AIDS experience	20	10	10	(125)
No AIDS experience	14	4	10	(498)
GEOGRAPHIC REGION				
Northeast	16	6	10	(164)
South	8	4	4	(181)
Midwest	20	3	17	(198)
West	14	6	8	(61)

HOW LONG WOULD THE COMPANY SUPPLEMENT DISABILITY PAYMENTS?

	Total (623)
Would supplement disability payments	15%
For 1 year or more	5
Indefinitely	2
For 2 years	*
For 1 year	3
For less than 1 year	10
For 6 months	7
For 3 months	3
Would not supplement disability payments	59
No idea at all	26

* Less than 0.5 percent

HOW LONG WOULD THE COMPANY SUPPLEMENT DISABILITY PAYMENTS?

By Company Characteristics

	Would Supplement Disability Payments	Would Supplement: For 1 Year Or More	Would Supplement: For Less Than 1 Year	(Base)
TOTAL	15%	5%	10%	(623)
COMPANY SIZE				
Large (1,000+)	22	9	13	(189)
Medium (100-999)	11	5	6	(257)
Small (under 100)	14	4	10	(172)
COMPANY TYPE				
Service	16	5	11	(187)
Industrial	16	5	11	(294)
AIDS KNOWLEDGEABILITY				
Very knowledgeable	20	9	11	(164)
Fairly knowledgeable	15	6	9	(361)
Not knowledgeable	9	1	8	(83)
AIDS POLICY				
Written policy	28	13	15	(63)
Developing policy	19	13	6	(69)
Unwritten policy	24	11	13	(48)
No policy	12	4	8	(431)
EMPLOYEE AIDS EXPERIENCE				
Have AIDS experience	20	13	7	(125)
No AIDS experience	14	4	10	(498)
GEOGRAPHIC REGION				
Northeast	16	6	10	(164)
South	8	3	5	(181)
Midwest	20	6	14	(198)
West	14	12	2	(61)

SECTION I

COMPANY EDUCATION PROGRAMS ABOUT AIDS

This section deals with company AIDS education programs. It covers such questions as: How do companies feel about actively promoting an AIDS education program? In what types of AIDS education activities, if any, are companies engaged at the present time? As one way of reducing the spread of the AIDS virus, how would companies feel about having condoms in company restrooms?

Education Programs

The company executives surveyed feel that their companies would be fairly supportive of company AIDS education programs. 41% favor such programs and an additional 38% are at least neutral toward such programs. Only 15% express opposition to company AIDS education programs. (The remaining 6% express no opinion.)

Company executives also feel that their employees and their labor unions are fairly supportive of company AIDS education programs. 38% think that their employees would favor such programs and 41% believe that their labor unions (if they have labor unions) would endorse such programs. These levels are about on a par with the 41% who report that company management would back company AIDS education programs.

The companies that are most supportive of company AIDS education programs are large companies, service companies, companies with employees who experienced AIDS, companies with a written AIDS policy, and companies where the executives feel knowledgeable about the AIDS problem.

The latter finding suggests that the more knowledgeable that company executives feel they are about AIDS, the more they would like to see rank-and-file employees educated about the AIDS problem.

Education Activities

About four out of ten company executives surveyed (40%) report that their companies have engaged in AIDS education activities in the past year.

The AIDS education activities in which companies engage most often are: distributing written materials about AIDS (27%) and having meetings or discussions about AIDS (20%).

Other AIDS education activities that companies carried out in the past year include: including AIDS information in company newsletters or company newspapers (14%); having guest speakers or experts come in and talk about AIDS (13%); including AIDS information on company bulletin boards (13%); and including AIDS information in payroll stuffers (4%).

About one out of nine companies (11%) report that they carried out an on-going AIDS counselling and education program in the past year.

The companies that are most likely to engage in AIDS education activities are large companies, service companies, and companies that have had first-hand experience with the AIDS problem.

Supplying Condoms

As one way of reducing the spread of the AIDS virus, the company executives surveyed were asked whether their companies provide condom machines in company restrooms and how they would feel about having condom machines in company restrooms.

Companies neither currently have nor are planning to install condom machines in company restrooms.

* Less than 1% of the companies (only 1 of the 623 companies surveyed) report that they now provide condom machines in company restrooms.

* Only 1% of the companies (7 of the 623 companies surveyed) indicate that they are considering having condom machines in company restrooms.

Nor are companies or their employees favorably inclined toward placing condom machines in company restrooms.

* Only 2% report that company management favors installing condom machines, while 68% feel that company management is opposed to it. (The remaining 30% are neutral or express no opinion.)

* Similarly, only 2% think that employees support installing condom machines, compared with 56% who believe that employees are against it. (The remaining 42% think that employees are neutral or express no opinion.)

HOW DO COMPANY MANAGEMENT, EMPLOYEES AND LABOR UNIONS FEEL ABOUT ACTIVELY PROMOTING A COMPANY AIDS EDUCATION PROGRAM?

	Company Management (623)	Company Employees (623)	Labor Unions* (167)
Favorable	41%	38%	41%
Neutral	38	38	38
Unfavorable	15	15	6
No idea at all	6	9	15

* Among companies with labor unions

HOW DO COMPANY MANAGEMENT, EMPLOYEES AND LABOR UNIONS FEEL ABOUT ACTIVELY PROMOTING A COMPANY AIDS EDUCATION PROGRAM?

By Company Characteristics

	Company Management		Company Employees		Labor Unions*	
	Favorable	Unfavorable	Favorable	Unfavorable	Favorable	Unfavorable
TOTAL	41%	15%	38%	15%	41%	6%
COMPANY SIZE						
Large (1,000+)	59	12	58	10	47	7
Medium (100-999)	36	14	34	15	40	6
Small (under 100)	26	21	23	22	24	8
COMPANY TYPE						
Service	57	9	54	11	71	3
Industrial	35	16	33	20	34	10
AIDS KNOWLEDGEABILITY						
Very knowledgeable	63	10	53	9	55	2
Fairly knowledgeable	35	16	37	17	41	7
Not knowledgeable	23	18	17	14	23	14
AIDS POLICY						
Written policy	78	1	72	2	63	2
Developing policy	66	4	57	7	64	-
Unwritten policy	57	11	53	7	40	13
No policy	28	19	27	20	28	8
EMPLOYEE AIDS EXPERIENCE						
Have AIDS experience	62	6	57	11	47	8
No AIDS experience	35	17	33	16	39	6
GEOGRAPHIC REGION						
Northeast	44	12	39	8	52	4
South	35	14	36	22	38	16
Midwest	44	16	40	13	37	3
West	35	21	36	20	38	10

* Among companies with labor unions

WHICH AIDS EDUCATION ACTIVITIES
HAS YOUR COMPANY CARRIED OUT IN THE PAST 12 MONTHS?

	Total (623)
Have engaged in AIDS education activities	40%
Distributed written materials about AIDS	27
Had meetings or discussions about AIDS	20
Included AIDS information in company newsletters or company newspapers	14
Had guest speakers or experts come in and talk about AIDS	13
Included AIDS information on company bulletin boards	13
Provided on-going counselling and education about AIDS	11
Included AIDS information in payroll stuffers	4
Other	5
Have not engaged in AIDS education activities	60

WHICH AIDS EDUCATION ACTIVITIES
HAS YOUR COMPANY CARRIED OUT IN THE PAST 12 MONTHS?

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
Have engaged in AIDS education activities	40%	65%	38%	17%
Distributed written materials about AIDS	27	48	23	9
Had meetings or discussions about AIDS	20	41	11	9
Included AIDS information in company newsletters or company newspapers	14	28	10	2
Had guest speakers or experts come in and talk about AIDS	13	28	8	4
Included AIDS information on company bulletin boards	13	20	11	6
Provided on-going counselling and education about AIDS	11	25	6	2
Included AIDS information in payroll stuffers	4	4	6	-
Other	5	7	6	2
Have not engaged in AIDS education activities	60	35	62	83

WHICH AIDS EDUCATION ACTIVITIES
HAS YOUR COMPANY CARRIED OUT IN THE PAST 12 MONTHS?

By Company Characteristics

	Have Engaged In AIDS Education Activities	(Base)
TOTAL	40%	(623)
COMPANY SIZE		
Large (1,000+)	65	(189)
Medium (100-999)	38	(257)
Small (under 100)	17	(172)
COMPANY TYPE		
Service	55	(187)
Industrial	30	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	59	(164)
Fairly knowledgeable	38	(361)
Not knowledgeable	16	(83)
AIDS POLICY		
Written policy	85	(63)
Developing policy	69	(69)
Unwritten policy	90	(48)
No policy	24	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	72	(125)
No AIDS experience	33	(498)
GEOGRAPHIC REGION		
Northeast	48	(164)
South	32	(181)
Midwest	43	(198)
West	41	(61)

DOES YOUR COMPANY HAVE CONDOM MACHINES
IN COMPANY RESTROOMS?

	Total (623)
Yes	*%
Under consideration	1
No	98
No answer	1

* Less than 0.5 percent

HOW WOULD YOUR COMPANY MANAGEMENT AND EMPLOYEES FEEL ABOUT HAVING CONDOM MACHINES IN COMPANY RESTROOMS?

	Company Management (623)	Company Employees (623)
Favorable	2%	2%
Neutral	17	21
Unfavorable	68	56
No idea at all	13	21

HOW WOULD YOUR COMPANY MANAGEMENT AND EMPLOYEES FEEL ABOUT HAVING CONDOM MACHINES IN COMPANY RESTROOMS?

By Company Characteristics

	Company Management		Company Employees		
	Favorable	Unfavorable	Favorable	Unfavorable	(Base)
TOTAL	2%	68%	2%	56%	(623)
COMPANY SIZE					
Large (1,000+)	1	72	1	65	(189)
Medium (100-999)	4	64	1	53	(257)
Small (under 100)	2	68	4	53	(172)
COMPANY TYPE					
Service	4	68	2	63	(187)
Industrial	2	67	1	56	(294)
AIDS KNOWLEDGEABILITY					
Very knowledgeable	3	68	3	59	(164)
Fairly knowledgeable	3	69	2	57	(361)
Not knowledgeable	-	63	2	54	(83)
AIDS POLICY					
Written policy	3	71	-	65	(63)
Developing policy	8	66	5	56	(69)
Unwritten policy	3	85	5	73	(48)
No policy	1	66	2	54	(431)
EMPLOYEE AIDS EXPERIENCE					
Have AIDS experience	2	68	1	60	(125)
No AIDS experience	3	68	2	56	(498)
GEOGRAPHIC REGION					
Northeast	4	61	2	52	(164)
South	-	75	2	63	(181)
Midwest	4	67	2	56	(198)
West	-	67	5	53	(61)

SECTION J

COMPANY SUPPORT OF AIDS ORGANIZATIONS

This section deals with company support of AIDS organizations. It covers such questions as: How many companies have contributed money to organizations that are dedicated to the AIDS problem? How likely would companies be to make a donation if such organizations approached them for a contribution?

* * *

About one out of seven company executives (14%) report that their companies have contributed money to AIDS organizations in the past year.

Moreover, over one out of three company executives surveyed (37%) indicate that, if their companies were approached about making a donation to an AIDS organization, they would be inclined to make a contribution.

The companies that are most favorably disposed to giving money to AIDS organizations are large companies, service companies, and companies in the Northeastern and Western regions.

In addition, companies with a written AIDS policy, companies whose employees have experienced AIDS first-hand, and companies where the executives feel they are knowledgeable about AIDS are more apt than other companies to give money to AIDS organizations.

HAS YOUR COMPANY CONTRIBUTED MONEY TO ANY ORGANIZATIONS DEDICATED TO THE AIDS PROBLEM IN THE PAST 12 MONTHS?

	Total (623)
Company has contributed to an AIDS organization	14%
Company has not contributed to an AIDS organization	68
Don't know	18

HAS YOUR COMPANY CONTRIBUTED MONEY TO ANY ORGANIZATIONS DEDICATED TO THE AIDS PROBLEM IN THE PAST 12 MONTHS?

By Company Characteristics

	Company Has Contributed To AIDS Organization	(Base)
TOTAL	14%	(623)
COMPANY SIZE		
Large (1,000+)	26	(189)
Medium (100-999)	8	(257)
Small (under 100)	9	(172)
COMPANY TYPE		
Service	21	(187)
Industrial	11	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	27	(164)
Fairly knowledgeable	10	(361)
Not knowledgeable	9	(83)
AIDS POLICY		
Written policy	35	(63)
Developing policy	12	(69)
Unwritten policy	26	(48)
No policy	10	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	33	(125)
No AIDS experience	9	(498)
GEOGRAPHIC REGION		
Northeast	24	(164)
South	6	(181)
Midwest	11	(198)
West	21	(61)

HOW LIKELY WOULD YOUR COMPANY BE TO MAKE A CONTRIBUTION IF YOUR COMPANY WAS APPROACHED ABOUT CONTRIBUTING TO AN AIDS ORGANIZATION?

	Total (623)
Likely	37%
Very likely	11
Fairly likely	26
Not likely	44
Not too likely	27
Not likely at all	17
No idea at all	19

HOW LIKELY WOULD YOUR COMPANY BE TO MAKE A CONTRIBUTION IF YOUR COMPANY WAS APPROACHED ABOUT CONTRIBUTING TO AN AIDS ORGANIZATION?

By Company Characteristics

	Likely To Contribute To AIDS Organization	(Base)
TOTAL	37%	(623)
COMPANY SIZE		
Large (1,000+)	44	(189)
Medium (100-999)	34	(257)
Small (under 100)	34	(172)
COMPANY TYPE		
Service	44	(187)
Industrial	33	(294)
AIDS KNOWLEDGEABILITY		
Very knowledgeable	44	(164)
Fairly knowledgeable	37	(361)
Not knowledgeable	26	(83)
AIDS POLICY		
Written policy	58	(63)
Developing policy	31	(69)
Unwritten policy	37	(48)
No policy	35	(431)
EMPLOYEE AIDS EXPERIENCE		
Have AIDS experience	50	(125)
No AIDS experience	34	(498)
GEOGRAPHIC REGION		
Northeast	48	(164)
South	30	(181)
Midwest	35	(198)
West	38	(61)

APPENDIX A

TECHNICAL APPENDIX

TECHNICAL APPENDIX

This research was based on mail questionnaires filled out by a nationwide sample of 623 companies in the United States.

Respondents Surveyed

The questionnaires were sent to the company CEOs and they were asked to complete it. However, if CEOs were unable to do so, another company executive was allowed to fill it out.

As it turned out, almost two-thirds of those who completed the questionnaires were top management people. This included 57% who were CEOs, Chairmen or Presidents and an additional 9% who were Executive Vice Presidents or Senior Vice Presidents. The remainder were Vice Presidents, Division Heads, Department Heads, or Office Managers.

The demographic and company characteristics of respondents are contained in Appendix B.

Companies Surveyed

The survey involved mailing questionnaires to 2,500 companies, including 500 companies in each of the following categories:

-- Industrial FORTUNE 500 companies

-- Service FORTUNE 500 companies

-- companies with 500 or more employees (excluding companies in the FORTUNE 500 lists)

-- companies with 100 to 499 employees

-- companies with 20 to 99 employees

(Companies with fewer than 20 employees were not included in the sample of companies investigated.)

The lists of Industrial FORTUNE 500 companies and Service FORTUNE 500 companies were provided by Research Projects Corporation. The lists for the other three company categories -- 500 or more employees, 100-499 employees and 20-99 employees -- were provided by Dun's Marketing Services (a unit of the Dun & Bradstreet Corporation).

Of the 2,500 questionnaires that were sent out, 2,403 questionnaires (96%) were deliverable. And of the deliverables, 623 usable questionnaires were returned to us. This represents a completion rate (usables as a percent of deliverables) of 26%.

The following table shows the mail-outs and returns in total and for each of the five company categories surveyed:

	Number Mailed Out	Non-Deliverable	Number Deliverable	Returned Usable	Completion Rate*
Total	2,500	97	2,403	623	26%
FORTUNE 500 Companies					
Industrial FORTUNE 500 companies	500	2	498	144	29%
Service FORTUNE 500 companies	500	2	498	143	29%
Other Companies					
500 or more employees	500	51	449	105	23%
100-499 employees	500	18	482	113	23%
20-99 employees	500	24	476	118	25%

* Usables as a percent of deliverables

Mail-Out Procedures

A 12-page questionnaire was employed. In order to maximize the return rate, the following procedures were utilized:

1. A questionnaire was sent out, along with a cover letter from the publisher of FORTUNE Magazine explaining the purpose of the survey and soliciting respondents' cooperation and a postcard which respondents could use to request results of the investigation.

2. A follow-up postcard was sent to all questionnaire recipients a few days later to thank them if they already filled out the questionnaire and to urge them to do so if they had not yet completed it.

3. A second questionnaire was mailed out about three weeks after the initial questionnaire was mailed out, along with a slightly revised cover letter urging cooperation.

4. Finally, a second follow-up postcard was sent a few days after the second questionnaire was mailed out.

The initial mailing took place on November 10, 1987 and the cut-off date for responses was December 15, 1987.

Copies of the questionnaire, cover letters, follow-up postcards and the survey results request postcard are contained in Appendix D.

Statistical Weights

Large companies -- particularly FORTUNE 500 companies -- represent only a small percentage of companies in the United States, but a sizeable percentage of the nation's employed population. In order to be able to break out and examine the attitudes and orientations of large companies as well as medium-sized and small companies, the large companies were oversampled.

In analyzing the data, the data were weighted so that large, medium-sized and small companies were represented in relation to the number of employees who work for different size organizations. This takes into account both (a) the number of large, medium-sized and small companies, and (b) the average number of employees working in each size organization.

The following table shows the estimated distribution of large, medium-sized and small companies in the United States (among those companies which have 20 or more employees working for them) and the estimated percentage of employees in each of those size organizations.

	Distribution Of Companies	Distribution Of Employees
Large companies -- 1,000 or more employees	1%	31%
Medium-sized companies -- 100 to 999 employees	17	41
Small companies -- 20 to 99 employees	82	28
Total	100%	100%

As noted above, large companies comprise only 1% of companies, but they account for 31% of the employee population. At the same time, small companies comprise fully 82% of companies, but they account for 28% of the employee population. (These figures refer to the universe of companies which have 20 or more employees working for them.)

It was the distribution of workers in the employed population -- i.e., the second column in the above table -- by which the data were weighted. Thus, large companies were weighted 31% to reflect the incidence of employees in those organizations; medium-sized companies were weighted 41% to reflect the incidence of employees in those organizations; and small companies were weighted 28% to reflect the incidence of employees in those organizations.

The following table shows the various company size categories, the unweighted number of companies in each size category, the weighted number of companies in each size category, and the statistical weight that was applied to companies in each size classification.

Company Size Category	Unweighted Sample Size	Weighted Sample Size	Statistical Weight
1,000 or more employees	340	189	0.556
100 - 999 employees	154	258	1.675
20 - 99 employees	125	172	1.376
Not reported	4	4	1.000
Total	623	623	-

The weighted sample was based on estimates of the number of companies in each size category (as provided by Dun's Marketing Services and LCS Industries, Inc.), coupled with estimates of the average number of employees in each company size classification.

APPENDIX B

BACKGROUND CHARACTERISTICS OF RESPONDENTS

PERSONAL CHARACTERISTICS OF RESPONDENTS

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
SEX				
Male	82%	78%	81%	87%
Female	18	22	19	13
AGE				
34 years or under	11%	8%	13%	11%
35-44 years	25	25	24	29
45-54 years	30	34	27	24
55-64 years	26	29	26	26
65 or more years	8	4	10	10
TITLE				
Chairman/President/CEO	57%	33%	57%	81%
Executive VP	4	3	5	3
Senior VP, Group VP	5	12	4	1
Vice President	11	19	9	5
Division Head	5	7	5	3
Department Head	9	16	10	2
Office Manager	2	1	2	4
Other title	7	9	8	1

COMPANY CHARACTERISTICS OF RESPONDENTS

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
COMPANY SIZE				
5,000 employees or over	10%	31%	-%	-%
1,000 - 4,999 employees	21	69	-	-
500 - 999 employees	9	-	21	-
100 - 499 employees	33	-	79	-
50 - 99 employees	12	-	-	44
Under 50 employees	15	-	-	56
COMPANY TYPE				
Service	39%	47%	37%	31%
Industrial	61	53	63	69
PRESENCE OF LABOR UNIONS				
Have labor unions	27%	46%	22%	13%
50% or more unionized	12	25	8	5
Less than 50% unionized	15	21	14	8
Do not have labor unions	73	54	78	87

GEOGRAPHIC CHARACTERISTICS OF RESPONDENTS

By Company Size

	Total (623)	Large Companies (189)	Medium Companies (257)	Small Companies (172)
GEOGRAPHIC REGION				
Northeast	27%	26%	31%	22%
South	30	30	30	30
Midwest	33	29	34	35
West	10	15	5	13
MARKET SIZE				
500,000 or more population	48%	61%	42%	46%
Over 1,000,000 population	35	45	31	33
500,000 to 1,000,000 population	13	16	11	13
50,000 to 500,000 population	22	21	24	19
200,000 to 500,000 population	11	12	13	7
100,000 to 200,000 population	11	9	11	12
Under 50,000 population	30	18	34	35
50,000 to 100,000 population	12	7	17	9
Under 50,000 population	18	11	17	26

APPENDIX C

MEMBERS OF ADVISORY PANEL

ORGANIZATIONS REPRESENTED IN ADVISORY PANEL

American Cancer Society

American Council of Life Insurance

Bristol-Myers Company

Centers for Disease Control

Gay Men's Health Crisis

Hill and Knowlton, Inc.

Human Interaction Research Institute

IBM Corporation

Joseph E. Seagram & Sons, Inc.

Metropolitan Life Insurance Company

National Association of Manufacturers

National Center for Health Statistics

National Leadership Coalition on AIDS

The Wirthlin Group

Time Inc.

Wells Fargo Bank

APPENDIX D

QUESTIONNAIRE AND OTHER MAILING MATERIALS

FORTUNE
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK, N.Y. 10020
(212) 522-1212

FIRST COVER LETTER

DEAR CEO:

WILL YOU DO US A FAVOR?

Fortune Magazine and Allstate are sponsoring a major nationwide survey on how American businesses are responding to the AIDS problem.

The survey is endorsed by the National Association of Manufacturers, the U.S. Chamber of Commerce, and the National Leadership Coalition on AIDS, and was designed in cooperation with the Centers for Disease Control.

By assessing business policies and practices concerning AIDS, the survey hopes to provide American businesses with information that will be useful to them.

We would very much appreciate it if you took a few minutes to fill out the enclosed questionnaire and return it in the enclosed stamped envelope.

Because we are sending the questionnaire to a scientifically selected sample of CEOs, your answers are essential to the accuracy of the investigation.

Your responses and those of hundreds of other American business leaders will be tabulated and analyzed by Lieberman Research Inc., an independent market research organization. You can be assured that your responses will be kept strictly confidential and anonymous.

Thank you for your cooperation.

Sincerely,

James B. Hayes
Publisher, Fortune Magazine

P.S.

If you would like a copy of the results of the survey so you can see how other businesses are responding to the AIDS problem, please fill out the enclosed postcard and send it separately to Lieberman Research Inc.

FORTUNE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK, N.Y. 10020
(212) 522-1212

SECOND COVER LETTER

December 1, 1987

DEAR CEO:

WILL YOU DO US A FAVOR?

A few weeks ago on behalf of Fortune Magazine and Allstate I requested your company's assistance with an important nationwide survey regarding your company's attitudes about the AIDS problem.

Your company's attitudes and reactions are extremely important to our survey whether or not your company has thought or done anything about the AIDS problem.

Many of the companies contacted have already returned the questionnaire. If yours is among them, please accept our sincere thanks.

If your company has not yet responded, your help remains vital. Won't you -- or another executive -- please fill out the duplicate copy of the questionnaire which we have enclosed?

If you passed the original along to another executive, would you be kind enough to see that this urgent reminder also goes to that person.

Let me assure you that your answers will be treated with absolute confidentiality and used only in combination with replies from other companies to form a composite picture. The study will be tabulated and analyzed by Lieberman Research Inc., an independent survey research organization.

Thank you for your cooperation.

Sincerely,

James B. Hayes
Publisher, Fortune Magazine

P.S.

If you would like a copy of the results of the survey so you can see how other businesses have reacted to the AIDS problem, please fill out the enclosed postcard and send it separately to Lieberman Research Inc.

FIRST FOLLOW-UP POSTCARD

A few days ago we sent you a questionnaire on how American businesses are responding to the AIDS problem.

If you haven't filled it out yet, please take the time -- right now, if possible -- to complete the questionnaire and send it back to us.

If you have already done so, this is to thank you for your cooperation.

Cordially

James B. Hayes
Publisher, Fortune Magazine

SECOND FOLLOW-UP POSTCARD

This is a reminder concerning the questionnaire we recently sent you on how American businesses feel about the AIDS problem.

This study is an extremely important one and your help is urgently needed.

If you or an executive of your company haven't filled out the questionnaire yet, please do so and return it to us.

If you have already filled it out, this is to thank you for your cooperation.

Cordially,

James B. Hayes
Publisher, Fortune Magazine

SURVEY RESULTS REQUEST POSTCARD

Please send a copy of the survey results on how American businesses are responding to the AIDS problem to:

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP CODE: _____

QUESTIONNAIRE

OVERALL AIDS ORIENTATION

1. Which 3 of these do you think are the biggest problems facing the United States today?

5
Drug abuse..... []1
Federal deficit..... []2
Unemployment..... []3
The homeless..... []4
AIDS..... []5
Negative balance of payments.... []6
Environmental pollution..... []7
Threat of nuclear war..... []8
Teenage suicide..... []9
Threat of recession..... []0

2. How concerned is your company management about the AIDS problem?

6
Very concerned..... []1
Fairly concerned..... []2
Not too concerned..... []3
Not concerned at all..... []4

3. How concerned do you think most of your employees are about the AIDS problem?

7
Very concerned..... []1
Fairly concerned..... []2
Not too concerned..... []3
Not concerned at all..... []4

4. How concerned do you think your company management will be about AIDS 5 years from now?

8
Very concerned..... []1
Fairly concerned..... []2
Not too concerned..... []3
Not concerned at all..... []4

5. Does your company have a labor union?

9
Yes..... []1
No..... []2

IF NO, SKIP TO QUESTION 8 BELOW.

6. About what percent of your company's employees are unionized?

Percent Unionized: _____ -10 -11

7. How concerned do you think your labor unions, in general, are about the AIDS problem?

12
Very concerned..... []1
Fairly concerned..... []2
Not too concerned..... []3
Not concerned at all..... []4

8. How knowledgeable do you think you are about AIDS?

13
Very knowledgeable..... []1
Fairly knowledgeable..... []2
Not too knowledgeable..... []3
Not knowledgeable at all..... []4

AIDS EDUCATION PROGRAMS

1. How would your company management feel about actively promoting an AIDS education program?

14
Favorable..... []1
Neutral..... []2
Unfavorable..... []3
No idea at all..... []4

2. How do you think most of your employees would feel if your company actively promoted an AIDS education program?

15
Favorable..... []1
Neutral..... []2
Unfavorable..... []3
No idea at all..... []4

3. If your company has labor unions, how do you think the labor unions, in general, would feel if your company actively promoted an AIDS education program?

16
Favorable..... []1
Neutral..... []2
Unfavorable..... []3
No idea at all..... []4

NO LABOR UNION..... []0

4. Which of the following AIDS education activities, if any, has your company carried out in the past 12 months? (PLEASE "X" AS MANY AS APPLY.)

17
Distributed written materials about AIDS..... []1
Included AIDS information in payroll stuffers..... []2
Included AIDS information in company newsletters or company newspapers..... []3
Included AIDS information on company bulletin boards..... []4
Had meetings or discussions about AIDS..... []5
Had guest speakers or experts come in and talk about AIDS..... []6
Provided on-going counselling and education about AIDS..... []7
Other (PLEASE SPECIFY): _____ []8

NONE OF THE ABOVE..... []0

5. Condoms are one way of reducing the spread of the AIDS virus. Does your company have condom machines in company restrooms?

18
Yes..... []1
No..... []2
Under consideration..... []3

6. How would your company management feel about having condom machines in company restrooms?

19
Favorable..... []1
Neutral..... []2
Unfavorable..... []3
No idea at all..... []4

7. How do you think most of your employees would feel about having condoms in company restrooms?

20
Favorable..... []1
Neutral..... []2
Unfavorable..... []3
No idea at all..... []4

MEDICAL TESTING

1. Does your company require prospective employees or people up for promotion to take a medical examination? (PLEASE "X" AS MANY AS APPLY.)

21
- Yes, for top managers..... []1
- Yes, for middle managers..... []2
- Yes, for non-managers..... []3
- No..... []4

2. For which of the following, if any, are prospective employees of your company tested?

22
- Use of illegal drugs..... []1
- Huntington's disease..... []2
- Antibodies to the AIDS virus.... []3
- Tay-Sachs..... []4
- Sickle cell anemia..... []5

NONE OF THE ABOVE..... []0

3. If your company knew that a prospective employee tested positive for antibodies to the AIDS virus, would the applicant be rejected?

23
- Yes..... []1
- No..... []2
- No idea at all..... []3

4. Does your company test current employees to determine if they have antibodies to the AIDS virus?

24
- Yes..... []1
- No..... []2

5. How would your company management feel about instituting a program to test current employees to determine if they have antibodies to the AIDS virus?

25
- Favorable..... []1
- Neutral..... []2
- Unfavorable..... []3
- No idea at all..... []4

6. How do you think most of your employees would feel if the company instituted a program to test current employees to determine if they have antibodies to the AIDS virus?

26
- Favorable..... []1
- Neutral..... []2
- Unfavorable..... []3
- No idea at all..... []4

7. If your company has labor unions, how do you think the labor unions, in general, would feel about the company instituting a program to test current employees to determine if they have antibodies to the AIDS virus?

27
- Favorable..... []1
- Neutral..... []2
- Unfavorable..... []3
- No idea at all..... []4

NO LABOR UNION..... []0

8. If your company had a program to test current employees for antibodies to the AIDS virus, do you think the employer as well as the employee should be given the test results?

28
- Yes, test results should be given to both the employer and the employee..... []1
- No, test results should go only to the employee..... []2

HANDLING AIDS CASES

1. Does your company have a policy or guidelines regarding employees who have AIDS-related symptoms?

29
- Company has a written policy or guidelines..... []1
- Company has an unwritten policy or guidelines..... []2
- Company does not have a policy or guidelines..... []3
- Company is developing a policy or guidelines..... []4

2. Who has been or would be involved in the development of a company policy or guidelines regarding employees who have AIDS-related symptoms? (PLEASE "X" AS MANY AS APPLY.)

30
- Chairman/President/CEO..... []1
- Executive Vice President..... []2
- Board Of Directors..... []3
- Personnel/human resources department..... []4
- Public relations/communications department..... []5
- Legal department..... []6
- Medical department..... []7
- Employees..... []8
- Labor union(s)..... []9

31
- Insurance company personnel..... []1
- Management consultant..... []2
- Medical advisory group..... []3
- People from companies that have already developed AIDS policies..... []4
- Other (SPECIFY): _____ []5

3. If an employee who has AIDS went on disability leave, would your company supplement the employee's disability payments?

32
- No, would not supplement disability payments..... []1
- Yes, would supplement partially but not up to full salary..... []2
- Yes, would supplement up to the person's full salary..... []3
- No idea at all..... []4

4. If your company supplemented the disability payments of an employee who has AIDS, for how long would the company supplement these payments?

33
- Would not supplement disability payments..... []1
- Up to 3 months..... []2
- Up to 6 months..... []3
- Up to 1 year..... []4
- Up to 2 years..... []5
- Indefinitely..... []6
- No idea at all..... []7

5. What would your company do if (a) an employee tested positive for the AIDS virus but did not have any AIDS-related symptoms and if (b) an employee had AIDS-related symptoms? (PLEASE "X" AS MANY AS APPLY IN EACH COLUMN.)

	Employees Who Test Positive For AIDS Virus But Do Not Have Any AIDS-Related Symptoms	Employees Who Have AIDS-Related Symptoms
	34	36
Do nothing special	[]1	[]1
Limit contact with other employees	[]2	[]2
Develop a customized work program to suit their needs	[]3	[]3
Put them on a reduced work-load	[]4	[]4
Provide a job-sharing arrangement	[]5	[]5
Put them on a permanent part-time schedule	[]6	[]6
Allow them to work at home	[]7	[]7
Not promote them	[]8	[]8
Try to get them to resign	[]9	[]9
Fire them	[]0	[]0
	35	37
Give them time off for medical treatment	[]1	[]1
Provide counselling	[]2	[]2
Other (SPECIFY): _____	[]3	[]3
Other (SPECIFY): _____	[]4	[]4

CO-WORKERS' REACTIONS

1. How do you think most of your employees would feel about working alongside an employee who had AIDS-related symptoms?

38
- Would not be bothered..... []1
- Would be bothered but would not resist it..... []2
- Would be bothered and would resist it..... []3
- Would refuse to work with that person..... []4

2. How would you yourself feel about working alongside an employee who had AIDS-related symptoms?

39
- Would not be bothered..... []1
- Would be bothered but would not resist it..... []2
- Would be bothered and would resist it..... []3
- Would refuse to work with that person..... []4

40

3. If an employee had AIDS-related symptoms, do you think the employee's co-workers would want to be informed about it?

Yes..... []1
No..... []2
No idea at all..... []3

4. What would your company do with the co-workers who worked alongside an employee who had AIDS-related symptoms? (PLEASE "X" AS MANY AS APPLY.)

41

Do nothing special..... []1

Provide them with written materials about AIDS communicability..... []2

Have discussions or meetings with them about AIDS communicability..... []3

Call in experts on AIDS to provide them with information about AIDS communicability..... []4

Other (PLEASE SPECIFY):

_____ []5

5. If a co-worker refused to work with an employee who had AIDS-related symptoms, what do you think your company would do? (PLEASE "X" AS MANY AS APPLY.)

42

Isolate the employee with AIDS-related symptoms from the co-worker..... []1

Transfer the employee with AIDS-related symptoms to another section..... []2

Transfer the co-worker to another section..... []3

Try to convince the co-worker to work with the employee who has AIDS-related symptoms..... []4

Fire the co-worker if he or she continued to refuse to work with the employee who has AIDS-related symptoms..... []5

Other (PLEASE SPECIFY):

_____ []6

MEDICAL PLANS

43

1. If an employee had AIDS, which one of the following should bear most of the cost of caring for the employee who has AIDS? (PLEASE "X" ONLY ONE BOX.)

The employee who has AIDS..... []1
Employer..... []2
Insurance company..... []3
State government..... []4
Federal government..... []5

Other (SPECIFY): _____ []6

2. Has the cost of your company's medical insurance premiums increased as a result of AIDS?

44
Yes, a big increase..... []1
Yes, a small increase..... []2
No, no increase due to AIDS..... []3
Don't know..... []4

3. Do you think that AIDS will increase the cost of your company's medical insurance premiums 5 years from now?

45
Yes, a big increase..... []1
Yes, a small increase..... []2
No, no increase due to AIDS..... []3
Don't know..... []4

4. If your company's medical insurance premiums went up significantly as a result of AIDS, how likely would your company be to do <u>each</u> of these things?

	Very Likely	Fairly Likely	Not Too Likely	Not Likely At All	
Medical plan would be entirely dropped.....	[]1	[]2	[]3	[]4	-46
Some medical benefits would be reduced.....	[]1	[]2	[]3	[]4	-47
Employees would contribute more to cost of medical plan.....	[]1	[]2	[]3	[]4	-48
Current medical plan would be retained as is..	[]1	[]2	[]3	[]4	-49

5. Does your company's medical plan pay for <u>at-home</u> treatment for employees who have AIDS?

50
Yes..... []1
No..... []2
Don't know..... []3

6. Do you think your company's medical plan <u>should</u> pay for <u>at-home</u> treatment for employees who have AIDS?

51
Yes..... []1
No..... []2
Don't know..... []3

7. Does your company's medical plan pay for the treatment of AIDS by <u>experimental</u> drugs?

52
Yes..... []1
No..... []2
Don't know..... []3

8. Do you think your company's medical plan <u>should</u> pay for treatment of AIDS by <u>experimental</u> drugs?

53
Yes..... []1
No..... []2
Don't know..... []3

ATTITUDES AND EXPERIENCE

1. Do you agree or disagree with each of the following statements about people who have AIDS-related symptoms?

	Agree	Neither Agree Nor Disagree	Disagree	
They should be allowed to work as long as they can do their job	[]1	[]2	[]3	-54
They got what they deserved	[]1	[]2	[]3	-55
They should be treated like anyone else who has a chronic illness	[]1	[]2	[]3	-56
They are generally socially undesirable people	[]1	[]2	[]3	-57
They should be given as much support and help as possible	[]1	[]2	[]3	-58
They are being punished because of their deviant behavior	[]1	[]2	[]3	-59
They are the unfortunate victims of a disease that can strike almost anyone	[]1	[]2	[]3	-60
They don't care how they affect other people	[]1	[]2	[]3	-61
They should be treated like anyone else who has a physical handicap or impairment	[]1	[]2	[]3	-62
They should be isolated from other people	[]1	[]2	[]3	-63

2. As far as you know, which of these has your company ever experienced?

	Ever Experienced	Not Experienced	Don't Know	
An employee has tested positive for antibodies to the AIDS virus	[]1	[]2	[]3	-64
An employee has AIDS-related symptoms	[]1	[]2	[]3	-65
An employee has died of AIDS	[]1	[]2	[]3	-66
A family member or a member of the household of a company employee has tested positive for antibodies to the AIDS virus	[]1	[]2	[]3	-67
A family member or a member of the household of a company employee has AIDS-related symptoms	[]1	[]2	[]3	-68
A family member or a member of the household of a company employee has died of AIDS	[]1	[]2	[]3	-69

3. Have you personally ever known anyone who tested positive for antibodies to the AIDS virus?

70
Yes..... []1
No..... []2

4. Have you personally ever known anyone who had AIDS-related symptoms?

71
Yes..... []1
No..... []2

5. Do you personally know anyone who has died from AIDS?

72
Yes..... []1
No..... []2

COMPANY DECISIONS

1. Which of the following business decisions, if any, have been affected by your company's concern about the AIDS problem? (PLEASE "X" AS MANY AS APPLY.)

73
Hiring policies..... []1
Promotion policies..... []2
Firing policies..... []3
Medical insurance policies..... []4
Selection of sites for company conventions..... []5
Selection of new office or plant sites..... []6
Relocation decisions..... []7
NONE OF THE ABOVE..... []0

2. In the past 12 months, has your company contributed money to any organizations dedicated to the AIDS problem?

74
Yes..... []1
No..... []2
Don't know..... []3

3. If your company was approached about contributing to an organization dedicated to the AIDS problem, how likely would your company be to make a contribution?

75
Very likely..... []1
Fairly likely..... []2
Not too likely..... []3
Not likely at all..... []4
No idea at all..... []5

4. Which of the following things, if any, would be most likely to get your company more involved with the AIDS problem? (PLEASE "X" AS MANY AS APPLY.)

76

If a member of my immediate family or someone in my household got AIDS..... []1
If a personal friend got AIDS..... []2
If one of the company's employees got AIDS..... []3
If many of the company's employees got AIDS..... []4
If AIDS became more prevalent in our geographical area..... []5

If the President of the United States appealed to us..... []6
If other government officials appealed to us..... []7
If prominent community leaders appealed to us..... []8
If celebrities in sports, the arts or entertainment fields appealed to us..... []9
If members of AIDS organizations appealed to us..... []0
If other companies like ours got more involved with AIDS..... []X

77

If our employees pushed for it..... []1
If our labor unions pushed for it..... []2

If employee morale was suffering due to the AIDS problem..... []3
If employee productivity was suffering due to the AIDS problem..... []4
If our medical insurance costs went up a lot due to AIDS..... []5

Other (PLEASE SPECIFY): _____ []6

NONE OF THE ABOVE WOULD GET US MORE INVOLVED WITH AIDS..... []0

ABOUT YOU AND YOUR COMPANY

1. What is your sex?

78

Male..... []1
Female..... []2

2. What is your age?

79

34 years or under..... []1
35-44 years..... []2
45-54 years..... []3
55-64 years..... []4
65 or more years..... []5

3. Which of these describe your title and department? (PLEASE "X" A TITLE AND DEPARTMENT AS APPROPRIATE.)

TITLE: 5

Chairman/President/CEO..... []1
Executive VP..... []2
Senior VP, Group VP..... []3
Vice President..... []4
Division Head..... []5
Department Head..... []6
Office Manager..... []7
Other title (SPECIFY):

_____ []8

DEPARTMENT: 6

Financial services..... []1
Personnel/human resources..... []2
Medical services..... []3
Legal..... []4
Public relations/communications. []5
Other department (SPECIFY):

_____ []6

4. In what state is your company's headquarters located? (PLEASE DO NOT ABBREVIATE.)

State: _____ 7-8-

5. In what size city are you located?

IN OR NEAR A CITY OF: 9

1,000,000 population or over.... []1
500,000 up to 1,000,000 population..... []2
200,000 up to 500,000 population []3
100,000 up to 200,000 population []4
50,000 up to 100,000 population. []5
Under 50,000 population..... []6

6. Altogether, about how many employees are there in your entire company or organization (including all branches, divisions, etc.)?

10

Under 20 employees..... []1
20-49 employees..... []2
50-99 employees..... []3
100-499 employees..... []4
500-999 employees..... []5
1,000-4,999 employees..... []6
5,000 employees or over..... []7

(OVER)

7. What is the primary industry your company is engaged in?

11

Advertising and public relations []1
Agriculture..... []2
Apparel and textiles..... []3
Automotive..... []4
Banking..... []5
Building/construction..... []6
Computers, information processing, telecommunications..... []7
Defense..... []8
Electronics..... []9
Energy..... []0

12

Entertainment -- TV, radio, movies, music..... []1
Finance/Wall Street..... []2
Foods and beverages..... []3
Forest products..... []4

13

Hospital/health care..... []1
Hotels..... []2
Insurance..... []3
Leisure -- travel, sports, recreation..... []4
Metals..... []5
Pharmaceuticals, toiletries, cosmetics..... []6
Publishing -- books, magazines, newspapers..... []7
Retailing..... []8
Transportation -- airlines, railroads, shipping..... []9
Other (SPECIFY):

_____ []0

8. Some companies are in industries where the public might be concerned if they found out that some employees in that company had AIDS. If your company were to have some employees with AIDS, how concerned would the public be if they found out?

14

Very concerned..... []1
Fairly concerned..... []2
Not too concerned..... []3
Not concerned at all..... []4

9. How do you think the prevalence of AIDS in the geographic area where your company's headquarters is located compares with the average for the United States?

15

Much above average..... []1
A little above average..... []2
About average..... []3
A little below average..... []4
Much below average..... []5
No idea at all..... []6

10. How do you think the prevalence of AIDS among employees in the industry in which your company is involved compares with the average for other industries in the United States?

16

Much above average..... []1
A little above average..... []2
About average..... []3
A little below average..... []4
Much below average..... []5
No idea at all..... []6

THANK YOU FOR YOUR HELP!!

17-1

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